AUGUST 1946

PHILADELPHIA

THE PHILADELPHIA NATIONAL BANK

The Oldest and Largest Bank in Pennsylvania . Organized 1803

Statement of Condition, June 29, 1946

RESOURCES

Cash and Due from Banks	$186,161,160.20
U. S. Government Securities	440,099,407.64
State, County and Municipal Securities	13,097,391.83
Other Securities	34,147,925.70
Loans and Discounts	91,069,669.89
Accrued Interest Receivable	2,156,030.95
Customers' Liability Account of Acceptances	2,454,811.16
Bank Buildings	1.00
	$769,186,398.37

LIABILITIES

Capital Stock (Par Value $20.00)		$14,000,000.00
Surplus		28,000,000.00
Undivided Profits		13,611,690.50
Reserve for Taxes, etc.		3,337,724.06
Dividend (Payable July 1, 1946)		875,000.00
Unearned Discount and Accrued Interest		128,558.00
Acceptances	$7,923,312.94	
Less Amount Held in Portfolio	4,381,889.95	3,541,422.99
Deposits		
United States Treasury	$87,633,595.08	
All Other Deposits	618,058,407.74	705,692,002.82
		$769,186,398.37

EVAN RANDOLPH, ***President***

Philadelphia, Pa.

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RECREATION . . . . "refreshment of body and mind," as Webster describes it, is an individual responsibility, but *providing* recreation facilities is a civic obligation.

Philadelphia holds a unique position with its magnificent Fairmount Park — the largest of its kind in the world — 3,845 acres of woodland, relaxation and health. The beauty of the Wissahickon is a challenge to poet and essayist, while a pause at Valley Green is an inspiration for young and old.

With an ultimate goal of twenty acres of "play" space for each thousand inhabitants, Philadelphia recognizes that if its citizens are to maintain their balance, if its children are to absorb the fundamentals of living, and if it is to develop straight-thinking leaders for the future, sufficient out-door recreation space must be made available to offset the confusion of the present-day machine age and to give expression to the added leisure of peacetime enterprise.

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John Wanamaker

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If the size or construction of the unit prohibits its removal, our skilled workmen will make repairs on your premises.

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PHILADELPHIA

VOLUME XXXIII — NUMBER 7

AUGUST 1946

CLEMENT V. CONOLE, *Editor-in-Chief* — MORTON L. BACHMAN, *Managing Editor*
DOROTHY F. GARRETSON, *Associate Editor*
PAUL C. LEWIS, *Business Manager* — JOSEPH W. SIMPSON, *Advertising*

In order to advance publication dates, no July, 1946 issue of PHILADELPHIA was printed. However, there will be twelve issues in 1946, due to the advanced date.

THE COVER: Family picnic in Fairmount Park. (Photograph by H. Armstrong Roberts)

■

This Issue

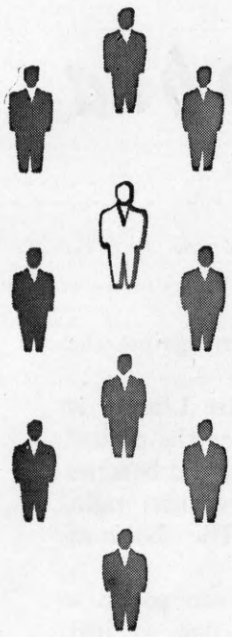
VACATIONING IN PHILADELPHIA ..... *by Edith Ignatin* 6
YOUR PHILADELPHIA AND MINE ..... *by McCready Huston* 10
THE PHILADELPHIA ANGLE 14
PLAYGROUND FOR MILLIONS 15
by Joseph Carson, president, Commissioners of Fairmount Park
AN INTERNATIONAL AIR TERMINAL—OR ELSE! 18
PHILADELPHIA—STAR MAKER ..... *by Basil Davis Riter* 20
I-SCREAM! 21
HUCKSTER IN THE STRATOSPHERE 24
Philadelphian of the Month: Samuel Cooke
ON THE AIR ..... *by Claire McMullen* 27
HIGH ROADS AND LOW ROADS IN PHILADELPHIA 29
by R. F. Leonard, Chief, Division of Land Planning, City Planning Commission
BUSINESS TRENDS ..... *by Paul A. Howe* 30
SPORTS ..... *by Bill Binder* 32
LABOR-MANAGEMENT RELATIONS (EDITORIAL) ..... *by H. Birchard Taylor* 34
EDUCATION 36
VACATION OR VOCATION? ..... *by Miriam S. Emmott* 36
BUSINESS AND PEOPLE 40
CANTEENERS CONTINUE ACTIVE HERE ..... *by Bert MacCarry* 42
SARTORIAL SPECIALIST 46
SHIRT SLEEVE SONATAS 48

■

The Pictures:

TITLE PAGE—Close-up of Independence Hall. (Photograph by Edward Quigley)
15—by Photo-Illustrators.
16—(*top, right*) courtesy Robin Hood Dell; (*others*) by Photo-Illustrators.
27—by George Adams, of Newsreel Laboratories.
29—courtesy *The Evening Bulletin*.
33—courtesy John J. Carlin.
36—(*bottom, left*) by Jackson Studio. (*bottom, center*) by Philadelphia Inquirer. (*center*) by Margaret E. Prusaitis.
37—(*bottom, left and center*) by Margaret E. Prusaitis.
40—(*top*) by Fay Foto Service, Boston.
42—(*bottom*) by Jules Schick

PUBLISHER'S ANNOUNCEMENT—"Philadelphia" is published monthly by Municipal Publications, Inc., for the Chamber of Commerce and Board of Trade of Philadelphia at 17th and Sansom Streets in the interest of Philadelphia. Forms close 25th of each month. The subscription price is $1.00 per annum, 10 cents per copy. It is entered as Second Class Matter, December 8, 1922, at the Post Office at Philadelphia, Pennsylvania, under Act of March 3, 1879.



9 OUT OF 10 *want* THE PAYROLL SAVINGS PLAN CONTINUED!

Thanks to the cooperation and encouragement of America's industrial executives, 85 million bond holders have bought U.S. Bonds in the greatest savings program in history. Employees who have purchased billions of dollars of these bonds during the war now want to continue monthly purchases of savings bonds. Specific evidence of this desire to continue saving for personal security and prosperity through the Payroll Savings Plan was recently revealed by a survey which disclosed that 90% wanted the Plan continued.

Every employer can write in his own set of reasons why the Payroll Savings Plan should be continued as a part of his personnel relations program, but the principal advantages are obvious:

A large reservoir of national savings; a strong and stable bulwark against inflation.

An "automatic" thrift habit for the worker; to increase contentment and satisfaction in his job.

An opportunity for the employee to maintain his "share in America" with the safest, easiest, most profitable investment he can make.

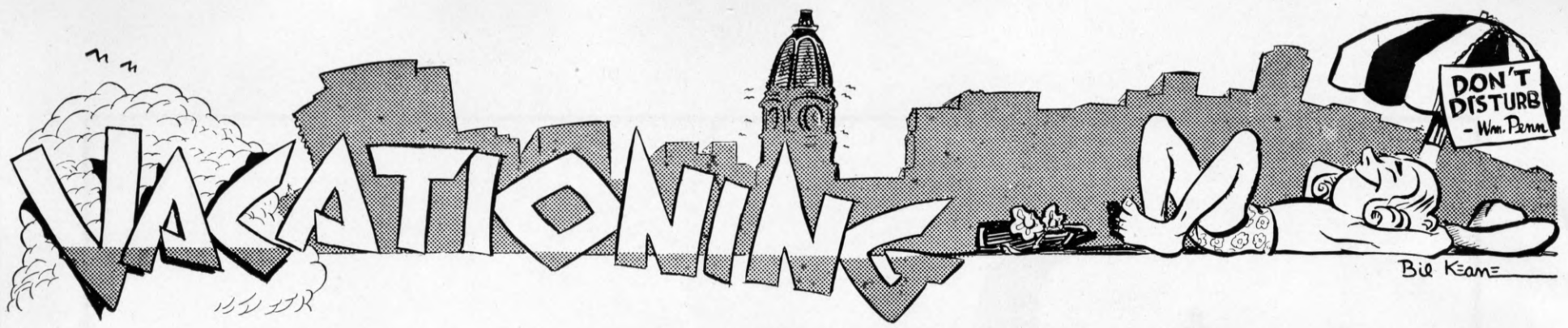
An opportunity for the returned veteran to share in the Payroll Plan's varied benefits.

Your employees will require little "selling" on the idea—they are accustomed to their monthly saving habit. With the Treasury Department's savings bond program now in peacetime operation, your partnership is again invited to continue this systematic, convenient means of contribution to a prosperous peacetime future.

The Treasury Department acknowledges with appreciation the publication of this message by

THE CHAMBER OF COMMERCE AND BOARD OF TRADE OF PHILADELPHIA

This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and Advertising Council



in Philadelphia

by Edith Ignatin

STOP feeling sorry for yourself! Lots of people stay in the city all summer, and really enjoy themselves. You, too, can have yourself a wonderful time, if you just stop and look around.

Philadelphia is well endowed with places where you can spend a few hours, or a whole day.

For an interesting Sunday, take yourself and family to an amusement park. Woodside and Willow Grove Parks are right within trolley distance. You can swim, canoe, dance, roller skate, ride the many amusements, or just stay in a cool picnic grove and eat.

For all this, plus a cool boat ride, try the trip to Riverview Beach. There's a marvelous breeze on the top deck that will almost make you sorry you have to get off when you get to Riverview.

Once having arrived, you can take your choice of swimming in a large pool, riding the amusements, or going from booth to booth, trying your luck. Even if you just eat your lunch in one of the many cool places provided for it, you'll be caught by the circus-like air that fills the park.

We have one of the finest Zoological Gardens in the world, with every facility for picnics, in addition to its many other well-known attractions for young and old.

Philadelphians are proud of Robin Hood Dell, one of the few open-air concert auditoriums in the country. Famous guest stars perform twice each week, and regular classical programs are presented on the other two days. You don't have to be a highbrow to enjoy good music when you're lying on a blanket, under the stars, with the tops of the trees making a lacy pattern against the sky.

The roof of the Logan Square Library is known, and with good reason, as the coolest spot in the city. Tables, chairs, and benches are scattered over its wide expanse. right next to the magazine room. The choice of magazines is good, too.

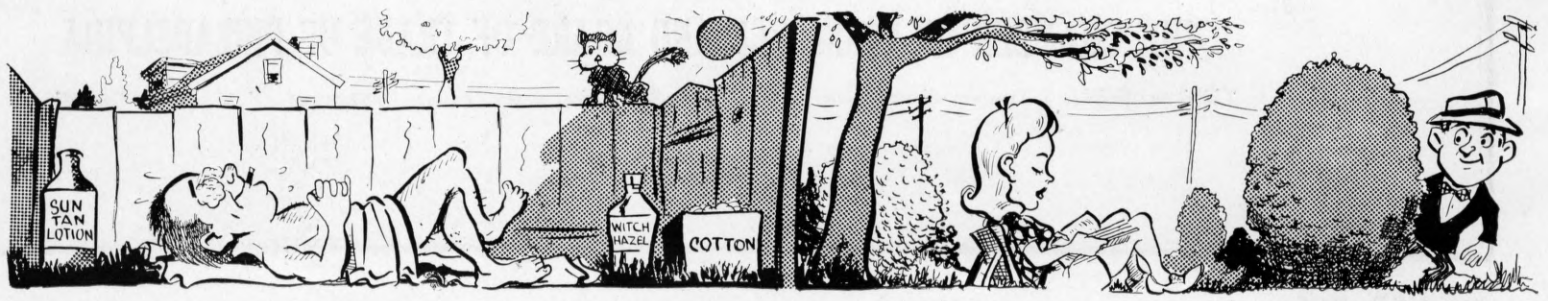
How about a picnic? You can go on a hiking picnic, a game-playing one, or just a loafing one. For hiking, the best of the city's many parks is Wissahickon. There are trails on all levels, and breathtaking views from any one of them. Fairmount Park, Burholme Park, and many others are ideal for fun and relaxation. Pennypack has nice swimming facilities, and locker space can be rented at a small fee.

If swim you must, there are pools in every section of the city. All have beaches, and many add swings and handball courts to the usual water slides and diving boards. You can get a suntan just as quickly as you would at the seashore, too.

If it isn't too hot out, why not take a trip around the city. Hundreds of visitors come here every year to visit our historic shrines, but Philadelphians very seldom take the trouble. The PTC lists quite a few, and it's fun to roam through districts you've never seen before, and see buildings that were built before the Revolution. You'll come across some quaint restaurants, too, in these out-of-the-way places.

Shibe Park's grandstands are in the shade, and cool. The A's and the Phillies play all the teams in the leagues, and you'll have a chance to see all the famous players in action.

(Continued on page 44)



Big things happen in Philadelphia

If you hear some wiseacre refer to Philadelphia as a "whistle stop," by all means humor him. For if the whistles on Philadelphia's thousands of factories were to let go all at once, he wouldn't be able to hear himself think for a month.

It's no mere accident that Philadelphia has been dubbed "Workshop of the World." Among many other claims to fame, the Philadelphia area is one of the largest petroleum refining centers in America.

Such a huge concentration of such a wide variety of industries naturally needs the services of a great bank.

There is such a bank here—The Pennsylvania Company. It is not only a big bank, but also a progressive bank which follows the policy of lending money to help its clients *make* money.

When you have occasion to do business in Philadelphia, take advantage of the facilities which The Pennsylvania Company has to offer. In addition to being a great bank this is also one of the oldest and largest trust companies in the country. Pay us a visit the next time you're in town.

THE PENNSYLVANIA COMPANY *Founded 1812*
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(One of a series of advertisements now appearing in TIME magazine for The Pennsylvania Company)

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Benjamin Franklin Hctel, Chestnut St. at Ninth, featuring the Quaker Town's only Ice Show nightly at 7:30 and 11:30, with a special Matinee Luncheon show on Saturday at 1:30, and again at 7:30 and 11 P.M. Star is glamorous Bette Wharton. Dancing from seven with Bob Simone's Orchestra.

KITE and KEY ROOM

Benjamin Franklin Hotel, Cocktail lounge–the place to meet. No food service in this room.

THE EMBASSY

1418 Spruce Street. Offering a delightful revue featuring top entertainment and the lovely Embassylphs with a cocktail hour at 4. Dinner show at 7:30 and supper show at 10:45. Two orchestras for dancing.

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1001 Rising Sun Avenue. A brand-new bistro operating on the site of the famous Open Door Cafe. Lavish entertainment, dinner and dancing.

ST. JAMES COCKTAIL LOUNGE AND GRILL

St. James Hotel, 13th and Walnut Streets. A recently opened lounge offering food and drinks par excellence. The Grill is one of the few places that is open for Sunday meals.

CIRO'S

1430 Walnut Street. Two floors of superb entertainment from 2 P. M. to 2 A. M., daily, except Sunday. Cocktail dancing at 4 P. M.

CORONET

Broad and Spruce Streets. A class spot offering the inimitable Mickey Alpert as M. C., with two orchestras for dancing. A line of beautiful girls plus "name" acts and attractions make this a must.

PALUMBO'S RESTAURANT

832 Catherine Street. Two shows nightly round out a fine evening's entertainment at this landmark.

CLOVER BAR

164 W. Chelten Avenue. Two shows nightly featuring Charlie Gaines' Orchestra with a clever pianist for lulls. Continuous entertainment is the policy of this uptown spot. Joe Simone, your host.

ALPINE MUSICAL BAR

Broad and Lehigh. A cocktail trio plus a lull pianist cover the entertainment possibilities at this bistro. No dancing but plenty of good time and laughs.

HOPKINS' RATHSKELLER

Broad and Stiles Streets. Two shows nightly in this downstairs nitery with Bill Hopkins as your host. Plenty of room for dancing.

THE EMBASSY ROOM

Warwick Hotel, is open for luncheon dinner and late supper. Concert music during the dinner hour; dancing from 10 P.M. to closing. Cocktails from 4 o'clock.

THE COACH ROOM

Warwick Hotel, is a bar-lounge reserved exclusively for men with the exception of Friday and Saturday afternoons after 4 P. M., when men are permitted to bring the ladies.

DI PINTO'S

Torresdale and Frankford Avenues. Semi-name bands and two lavish floor shows nightly . . . a good place to go dancing.

KELLY'S COCKTAIL LOUNGE

6838 Market Street. Bill Jackson, your host, invites you to an evening in pleasant surroundings for drinks and food as you like them served.

THE GOURMET

31st and Hunting Park. An eating place for those who like atmosphere with their food. Refined and elegantly appointed. Piano and solovox novelties for your entertainment.

MITCHELL'S MUSICAL BAR

1309 Locust Street. There is always fun around the bar with those nutty mixologists, with piano music for diversion. The Mitchell Boys are doing right well these days for the trade and "good times" is the byword at this smart spot.

MURRAY'S RHYTHM BAR

1302 Drury. Always a swell show and worth seeing. Stars of musical entertainment world for your listening pleasure.

THE COVE

13th and Locust Streets. Another Palumbo establishment, featuring oodles of musical entertainment. Two floors, take your pick.

ORSATTI'S

13th and Locust Streets. A noisy emporium of swing. Usually a trio and single on hand for entertainment. No dancing.

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521 Pike Street. Offering a well-balanced revue that is worth going to see. Plenty of space for dancing and dining.

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52nd and Walnut Streets. A lavish revue in this second floor showcase, featuring the voice of Art Craig Matthues, with a surrounding show featuring stellar acts and novelties. Downstairs lounge features two cocktail trios.

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Broad and Spruce Streets. Starting place for the Ink Spots. Shows and dancing featuring outstanding musical acts novelties. Two shows nightly.

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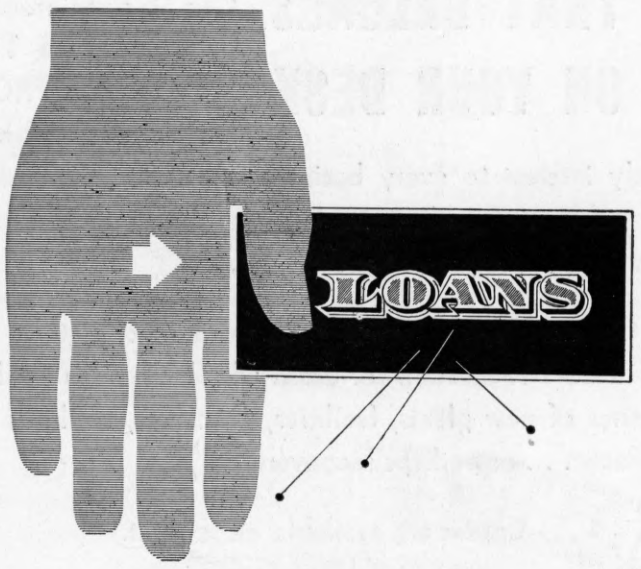

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Your PHILADELPHIA *and Mine*

By McCREADY HUSTON

IN THE Free Library looking at the Elkins collection of Dickens, I found myself feeling in the presence not of the books but of the characters inside them. I had the sensation of being in the company of Mr. Pickwick, David Copperfield, Dora Spenlow, Mark Tapley, Mr. Bumble. Here were Paul Dombey, Smike, Pip, Oliver, and Biler; Mrs. Gamp, Miss Tox, Mrs. Todgers—persons living who never lived and who, if they had lived, would have been dead a hundred years.

A day or two later I discovered through a comment by Chesterton that what I had experienced at the library exhibition was not a dream state. He explains that these people created by Dickens are so true in their conduct in all generations that it is natural to think of them as living now and forever. They are not sealed off in the past. That, Chesterton implies, is the difference between great characters by great authors and the pale men and women who people the pages of mere writers.

Mulling over that, as I have to do with Chesterton's conclusions, I wondered if the men and women who have made the nation in what we call the great past do not have a corresponding reality. Lincoln, for example. He is certainly not a figure on a monument but a living entity.

Is it not also true of the community? I know that when I think of a scholar like Adler, an anatomist like Leidy, or a wife like Lucy Audubon, I do not think of dead facts in Philadelphia history but as persons making by accomplishment and character a direct contribution today.

Rush the physician and Girard the merchant together fighting the yellow fever could be doctor and business man in 1946 coping with a community crisis.

I see Peale, the father of artists, hanging a transparency across Market Street in honor of President Washington; and that makes him kin to Judge Carroll directing a city-wide reception to a celebrity of today.

The people of Haddonfield can easily feel identity with the good Quakeress, Elizabeth Haddon. Cope and Say speak to the curators in the Academy of Natural Sciences just as Morris, Drexel, Cassatt speak to our financiers and nation-builders. Are we ever out of the company of the earnest, the well-intentioned, the sincere, of all our ages?

This might be a thought for teaching history, although, since it allows for heroes, it may be a bit old-fashioned! I have never thought that anybody was hurt by thinking well of heroes. It may be inevitable that the generals and admirals of the recent war be torn down, but one can be reassured by the fact that, after reading about the mistakes of Stonewall Jackson, Sheridan, Sherman, Stuart, Lee and others in the most recent learned work, the mind inclines to forget the volume while it retains its heroes.

Back to the subject and purpose of the column, you can notice as you go among Philadelphia business houses and institutions that they all have their tradition—their founders, their heroes, their great of the past, to look up to; yes, and live up to.

Which is why so many of our houses are so old in continuous service, and so strong.

Community-wise and contrariwise, every time we try to make our schools better we are asserting that we want to get as far away from Wackford Squeers as possible. When we heed the call of hospitals we are saying we don't want any of our people nursed by Sairy Gamp.

ESSO

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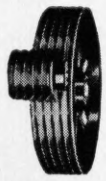

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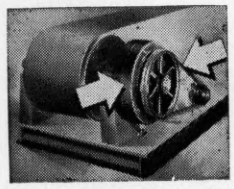

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Spokane Street Wharf
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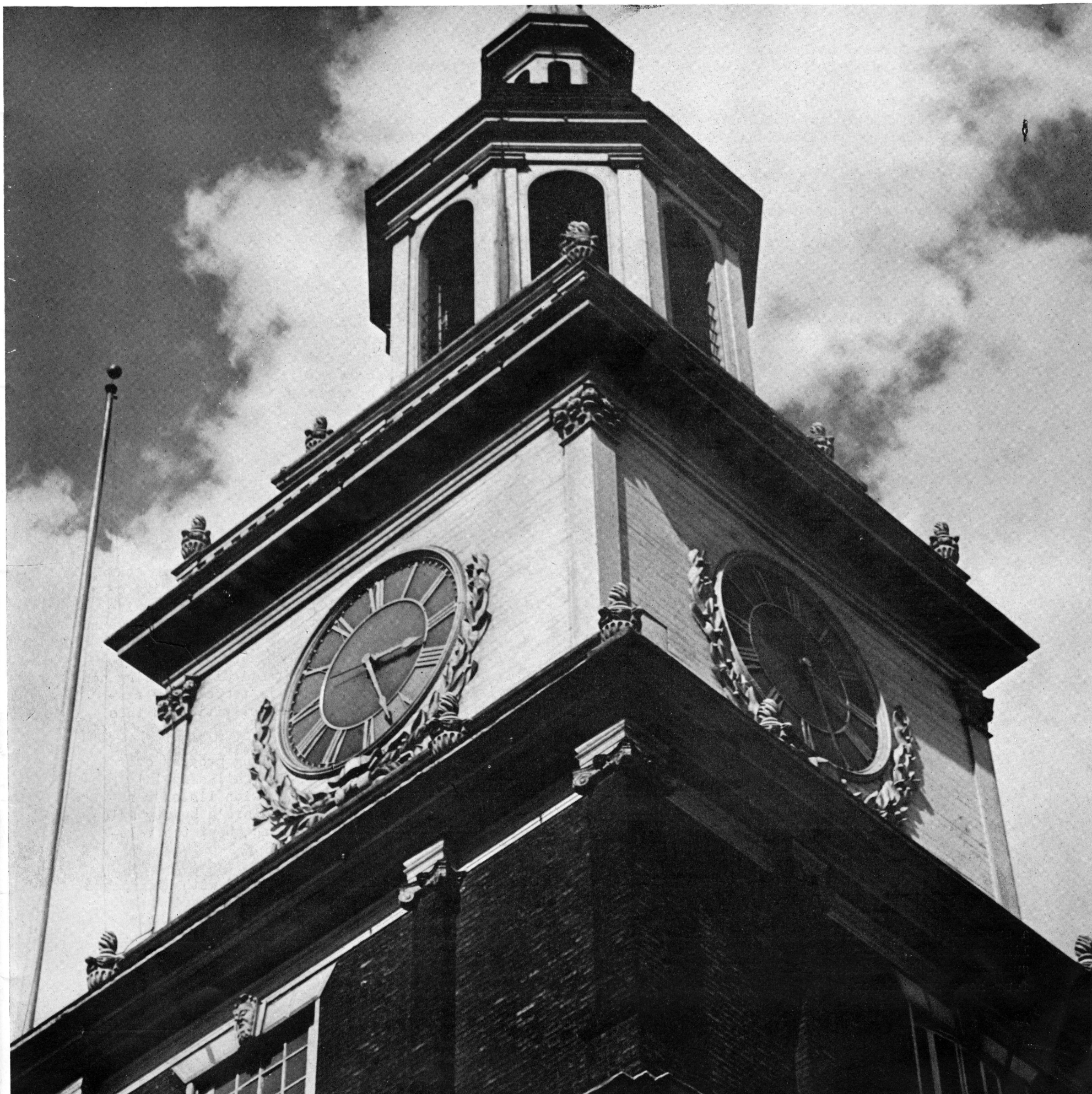
PHILADELPHIA

Vol. XXXIII AUGUST, 1946 No. 7



The Philadelphia Angle

● The rising cost of living is narrowing the "luxury margin" in millions of family budgets, and in millions of other homes the "luxury dollar" has been wiped out entirely. We don't mean that the people are "broke," but the "easy money" . . . the easy dollars . . . are disappearing, according to reports of "Time," the "Wall Street Journal," and other authoritative publications.

● General Electric has swung into production on its clock-radio, which turns on the radio automatically to catch your favorite program.

● Advertising agencies are beginning to buzz over a threat to their progress and prosperity, due to a report issued by the House Committee on Un-American Activities, which urges that political, institutional or public relations advertising be considered no longer as a legitimate cost of doing business, which would mean that such costs could not be deducted before taxes and, in effect, would kill all or nearly all such advertising.

● Willard Kiplinger, the newsletter king, is starting a magazine, "Kiplinger Magazine--The Changing Times," which will shortly be reaching the news stands.

● Chester Bowles will go down in history as the man who made every steak a rare one.

● It is reported that vitamin sales will probably fall to $75,000,000 in 1947, just half this year's estimated total retail volume, continuing a sharp decline from 1945's $200,000,000 total.

● Edison General Electric Appliance Co., of Chicago, has declared that it is time to pay more than lip service to the idea of "veterans first," and has announced that builders of veterans' housing projects will get the first 1,000 Hotpoint all-electric kitchens it produces between June 15th and August 15th.

● "Life" Magazine has jumped its price from 10c to 15c. You can still buy "PHILADELPHIA" for 10c a copy.

● The Diamond Match Co. will shortly put on the civilian market its water-resistant matches, which will be marketed in packages of eight pocket-size boxes, 40 matches to a box. The cover will feature a sporting design, with the slogan "Sheds water like a duck's back," and it carries a money-back guarantee if the matches fail to light after a four-hour submersion.

● Women are like money . . . Keep them busy or they lose interest.

● Sugar imports for the first four months of this year are 638,000 tons under a year ago, according to the Department of Agriculture. The drop in part reflects the difficulty in obtaining supplies in the domestic market.

● The federal government, which had 2,851,452 paid civilian employees in the continental United States when hostilities ended last August, had decreased the number to 2,379,389 by March of this year, according to a report of the U. S. Civil Service Commission.

● In 1943 labor organizations reported receipts of 390 million dollars or more than twice the gross income reported by business leagues, chambers of commerce, manufacturers' and trade associations, and other similar bodies of businessmen. In Pennsylvania the gross income and receipts of tax exempt labor organizations amounted to almost 29 million dollars, compared with only 6 million dollars received by chambers of commerce, boards of trade, etc.

● The Penn Fruit's new supermarket at 19th and Market Streets is said to be the largest food store in the country, employing 140 full time and 70 part time people.

● A new while-you-wait coffee roaster is making its appearance on the market. About the size of a cash register, the ""electronic'' roaster is intended to roast coffee on the spot at about a pound a minute.

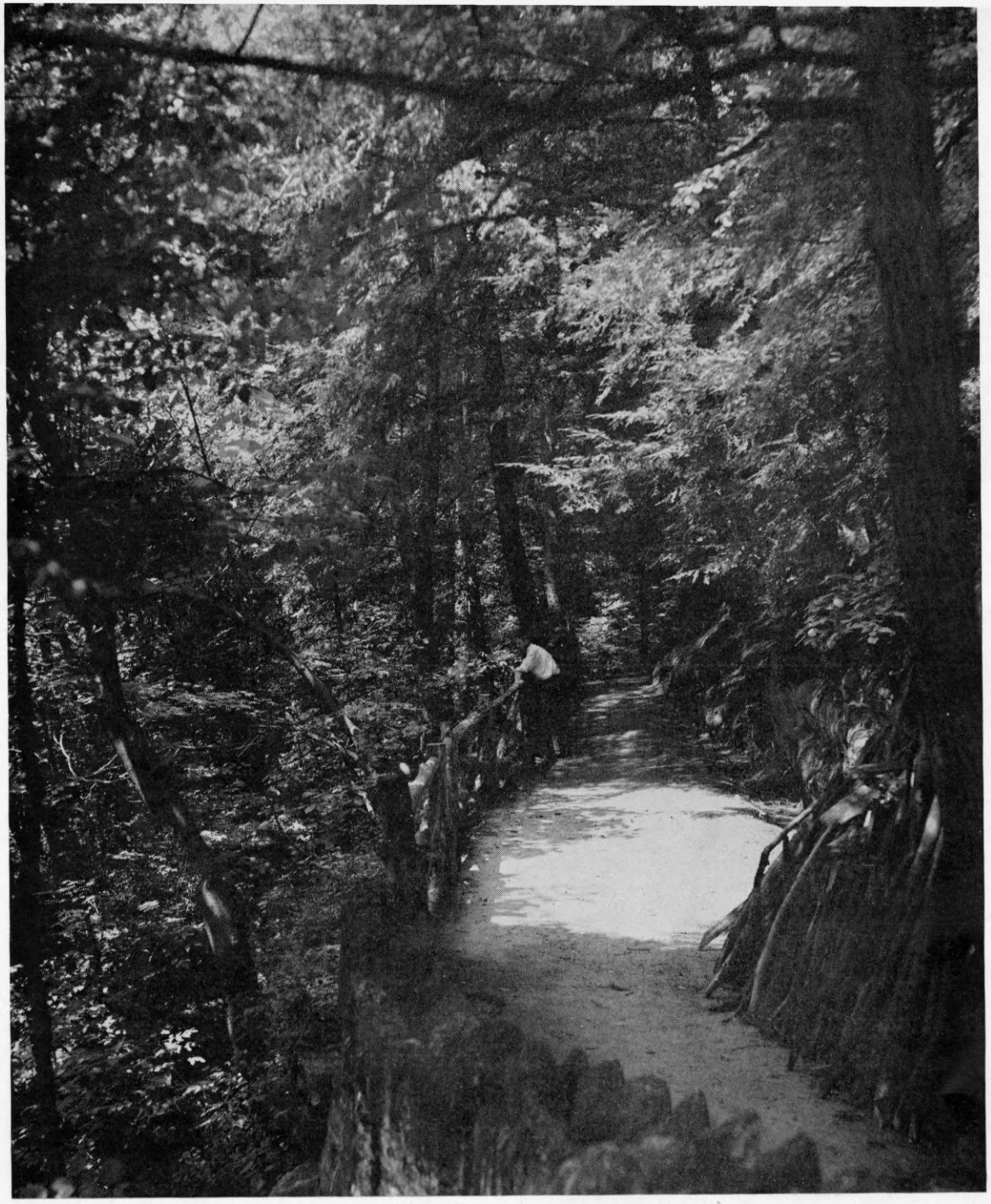
● The new federal order drastically reducing non-housing construction permits is temporarily restricting industrial expansion activities in this city.

● Gimbel Brothers' hair-styling program over Philco television station WPTZ (Philadelphia) probably set a new record in television listener responses. Within 12 hours the store's beauty salon had 10 new customers all talking about the television program.

● Monopolies, which were treated with kid gloves during the war, are due for an investigation by Congress. A special sub-committee of the House Small Business Committee has already launched a probe. The Committee is working with the Federal Trade Commission and the Anti-Trust Division of the Department of Justice.

PLAYGROUND for MILLIONS

by JOSEPH CARSON



Foot path along the heavily wooded ravine which forms the valley of the upper Wissahickon in Fairmount Park

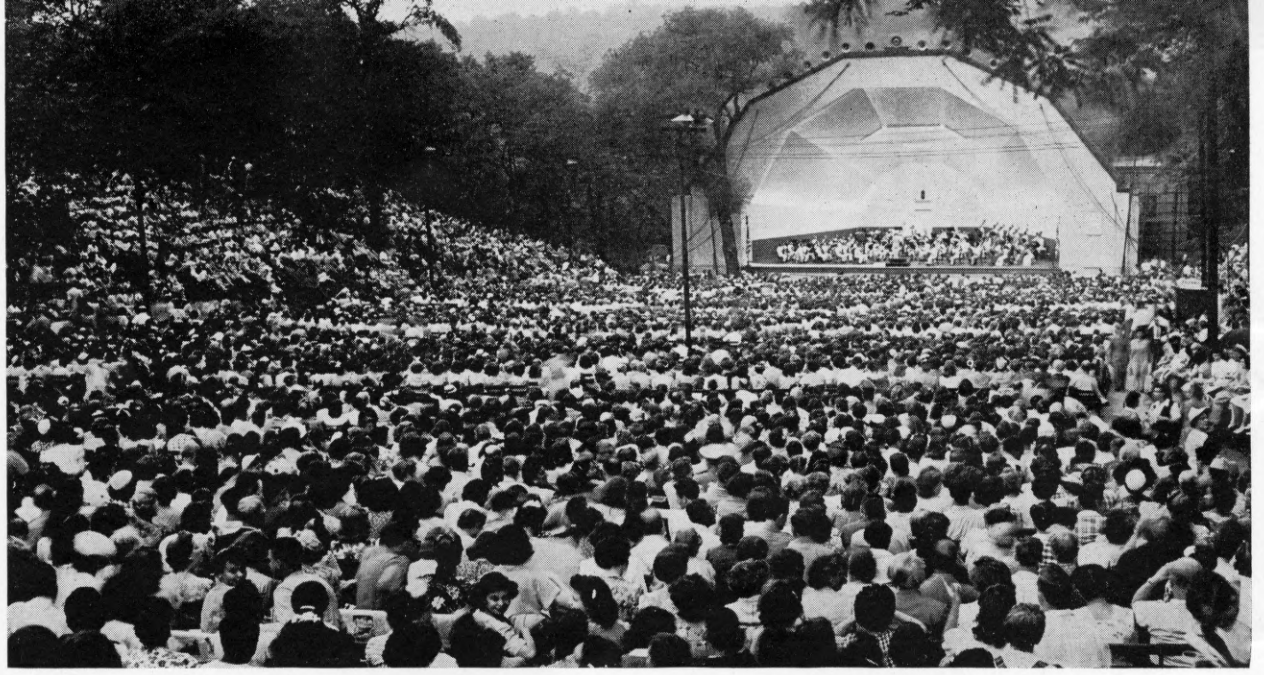
THE Philadelphian, who journeys down east, up state, out west or vaguely south, inevitably runs into people who know more or less about Philadelphia. Whether more or less, their knowledge of it always embraces three things—Independence Hall, the Liberty Bell and Fairmount Park. Of the latter, they frequently say, "Isn't it the largest and most beautiful city park in the world?" To which the Philadelphian, full of pride, replies, "Yes." If his audience displays interest, he talks of its size, and then he speaks of the wooded hills above Wissahickon Creek and the winding river Schuylkill, both miraculously preserved within a city of two million people. If he is permitted to warm to his subject he talks easily of Washington and Lafayette, Robert Morris and Franklin, and the dramatic scenes that took place here; scenes that lack only the actors to recreate them today over the same lawns and among the children of the same trees and in the same drawing rooms, for here they still are.

But what of this average Philadelphian when he returns home? Often he is too close to the woods to see the great trees of the Wissahickon, and the pride he voiced down east, up state, out west and south—alas, he often leaves there. It is trite but sometimes true to say that he appreciates more the things he lives with day by day when he leaves them for a space of time and comes back to them. But does he always? Let us see.

A picnic, a large one, is breaking up as the sun sets and casts the long shadows of a July day over a lovely spot near Belmont Mansion, that home of Richard Peters who may be called our first Secretary of War. Children and grown-ups are scattered about the grass but so are the lunch boxes and papers, egg shells and banana skins. Sweaters and coats are picked up, and happily tired the throng takes its way home. But with the litter, they left also that pride they had in such full measure down east, up state, out west and south. Why? Is it because they know that tomorrow men with sharp sticks and carts, paid for out of the picnickers' pockets and yours by way of taxes, will clean up? The true answer lies in the realm of psychology and not within the scope of these paragraphs. And yet the Commissioners of Fairmount Park found once not an answer but an antidote. They said to these same picnickers, when the following year they applied for a permit: "No picnic unless one hundred dollars is deposited—to be returned if the picnic area is cleaned up." Every pressure was used to avoid the condition imposed, but it was insisted upon, with the very simple result that the area that year was left clear of litter and the hundred dollars was returned intact the next day. Five minutes of time by each picnicker did not just save the city's money, but made possible its expenditure for some more constructive purpose.

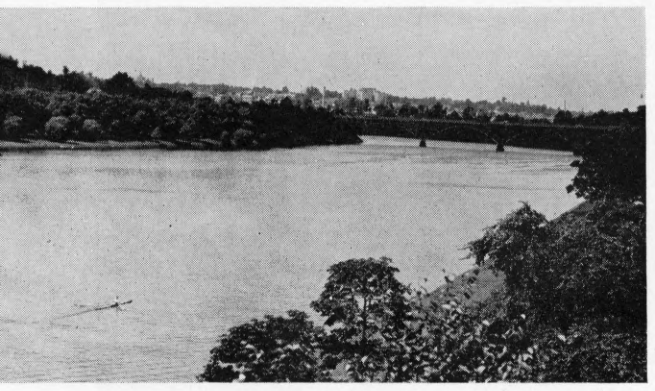
Grown-ups and children cannot be arrested for thoughtlessly committing such nuisances and no magistrate would fine or hold anyone were such ill-advised arrests made. And yet vandalism goes on, not entirely unchecked, but still much too frequently. Branches of trees and shrubs are cut and broken, flowers trampled underfoot, windows smashed and works of art defaced in unspeakable ways. All parts of the Park cannot be watched at all times. Containers for papers are stolen and benches are overturned and often broken beyond repair. Things that adults would never tolerate in their own homes seem to be fair game in Fairmount Park; for children and adults alike. Yet with it all there are few "Do not . . ." signs and the Philadelphian may do as he pleases, provided that he be orderly. But pride should go hand in hand with privilege, and pride is often forgotten. True, it is but thoughtlessness and carelessness, but both these imps cause much trouble whenever they appear. They are

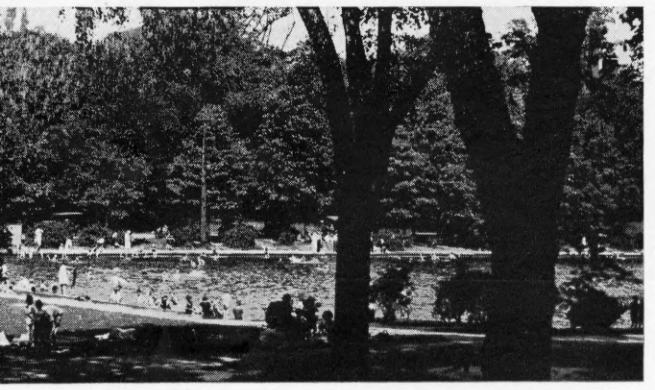
Mount Pleasant, home of Benedict Arnold, built in 1761. One of many historic buildings in Fairmount Park.



Philadelphians throng to Robin Hood Dell in Fairmount Park on summer evenings, to enjoy concerts of classical and popular music, featuring world-famous artists.

The broad Schuylkill curves through Fairmount Park





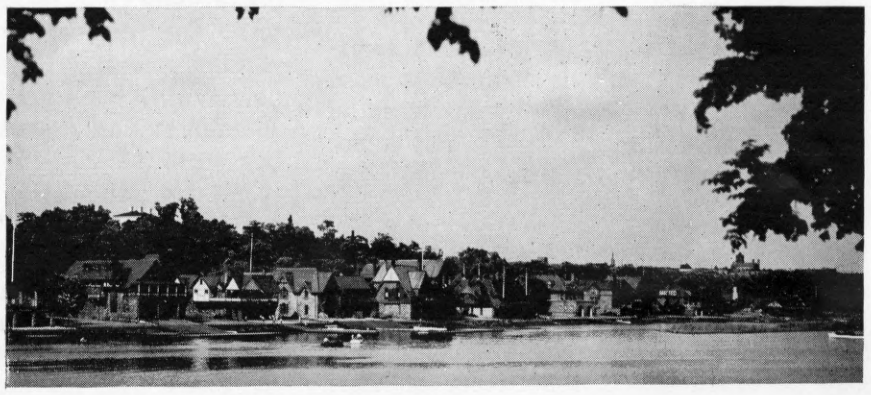
Swimming in Gustine Lake, on East River Drive.

Summer scene in Wissahickon Valley, Fairmount Park.

expensive imps and extravagant. Many examples might be given but all are to be classed as thoughtlessness—rarely are they venal.

What can the citizen do in Fairmount Park for his recreation and pleasure? To answer this question by a catalog would be as unnecessary as it would be space consuming. Perhaps it is better to list what he cannot do. He cannot gamble but he can play cards; he cannot buy spirituous or malt liquors but he can get spring water free of charge; he cannot enjoy sea bathing but he can swim in fresh water; he cannot indulge in surf fishing but he can fish for trout and perch and practice surf casting; he cannot play polo but he can ride horseback; he cannot fly for there is no flying field; he cannot shoot a gun but he can become an archer; and finally, he cannot enjoy mountain climbing but he can climb some of the steepest of hills. The choice of what he may do is a wide one both indoors and out, though properly most of the sports are outdoor sports.

The most unusual perhaps (and it is unique in a great city) is trout fishing with rod and line and fly only, on the Wissahickon above Walnut Lane Bridge two days a week during the season. And it is really trout fishing, amid surroundings that make the Wissahickon Valley the envy of smaller and younger cities. Very many years ago a young college student took an English sea captain, on whose freighter he had crossed the Atlantic, up the Wissahickon with horse and buggy. That captain, who had followed the seven seas and the lands they washed all his life, likened our valley to the Vale of Cashmere in far away India. What could be higher and more spontaneous praise? He could not believe it lay in the heart of a great city. Perhaps he thought it was in reality the city's heart. There are many who do. But let us consider a few only of the other unusual possibilities that the Park affords the Philadelphian. If you have a fine beefsteak, blushing to be broiled, there are fireplaces which will cook it better than your



Boat House Row, on the Schuylkill above Fairmount Dam. Known as "the Henley of America," it bears a striking resemblance to its English counterpart.

Valley Green Inn, on Wissahickon Creek at Springfield Avenue.

stove at home. Should you desire to bowl on the green, you will find not far from Belmont Mansion a spot you have always dreamed of, and on the same grounds you may play cricket. And then if your taste runs to colonial mansions and colonial furniture and furnishings, you can spend more than one day in the park chain of 18th Century houses which no city can duplicate. Through these houses passed Washington and Lafayette and Rochambeau and all the long list of men and women of the colonial and early federal periods. It would be difficult, nay impossible, to find the history of the manners and customs of those days better expressed than in these fine houses.

Fairmount Park and its Wissahickon Valley are notable because nature made them so, but they only can be preserved if man preserves them. No expenditure of money and skill can quickly repair the bark of a tree ripped off by a careless motorist. Often no repair can be made at all, and the tree must be removed. But a park is more than a two-dimensional space about which persons sit or walk or play. All that is really vital lies in the third dimension, above the ground. By this is meant the open spaces in a great city, the open spaces of trees and grass, flowers and shrubs; they are the lungs of a city. The hot, breathless night is spoken of where asphalt, bricks and concrete surround one, but how often are breathless nights mentioned among the great trees of the park? All this was emphasized as far back as 1856 in a prophetic paper written by a Philadelphian, Charles S. Keyser, pleading that the city purchase and preserve the Lemon Hill Estate, then rapidly becoming a jungle miserable in its dilapidation. He argued that a city of half a million people could not for its own protection afford to miss the opportunity. He said:

> "Give us but Lemon Hill to begin with, as a nucleus, and the local pride of our citizens will be aroused, their public spirit and liberality will at once be shown in contributions for its extension, and the city will possess a public park, comparatively small, but of unrivaled beauty."

He calls the six squares in the city "little squirrel cages" to which we today might add "and pigeon roosts." These squares had but an area of 35 acres, to which must be added the recently given Hunting Park of 45 acres. Certainly Mr. Keyser was right in believing it shameful that a city so large should have but 100 acres of parks. But in saving Lemon Hill for the city, only about 40 acres, he did far more, for he made the city park conscious, and demonstrated that parks were vital and that there could not be a healthy city without them.

Following closely the creation of the Commissioners of Fairmount Park by the Act of 1867, a new era of acquisition of large areas opened. By 1872, when Thomas Cochran, another Philadelphian, called attention to Fairmount Park in an article published in the old *Evening Telegraph*, the population had increased to 700,000, and the park had grown to 2,740 acres and now covered both banks of the river, from Fairmount Dam to City Line and up the Wissahickon for several miles. Then came the Centennial Exposition of 1876 which gave the park a world-fame it has never lost; and the park continued to grow, so that today it covers 3,926 acres. Perhaps the boast can really be made that it is the largest city park in the world. But new "lungs," too, had to be acquired, great and substantial lungs, and they appear in Pennypack Park of 1,255 acres, and Tacony Creek Park of 227, both in the Northeast; League Island Park, at the southern end of the city, of 365 acres, and Cobbs Creek Park, on the westerly edge, of 787. Today the park areas, under the jurisdiction of the Commissioners, cover almost 7,500 acres. There are, however, parts of the city sadly lacking in parks, and near the Delaware River edge of the city there is nothing except Palmer Park, hardly worthy of the name, between Vine Street on the south and Tacony Creek on the north. The hope is held out, however, that soon the southern edge of this large area will be strengthened by the Mall which will be opened up, a block in width from Independence Hall north to the Delaware River Bridge approach.

But if it is difficult to establish new breathing spaces, it is almost as hard to protect the existing ones from encroachment. A new enthusiasm measures pressing needs above existing institutions. The sharp focus is upon the former, not the latter. The new broom, if allowed to sweep clean, may sweep away something that should remain. These park areas were bought and paid for so long ago that the painful effort to secure them has been forgotten. Where they have been given, the generous and foresighted donors are almost forgotten too. Who recalls today Jesse George and his sister, who gave the splendid George's Hill in the west park, or Robert Ryerss, who gave Burholme Park, not far from the Pennypack, or the names of the donors of Hunting Park, and the many others? Had there not been prompt action by the first Commissioners of Fairmount Park, the river banks above the dam would have been covered with houses and factories, and no pride in Fairmount Park would have ever existed, for there would have been no Fairmount Park. Philadelphia would then have been famous not for its park, but infamous for its lack of one.

But these fine open spaces, already owned and paid for, attract attention not because they are the city's lungs, no one thinks of that, but because they are open and hence must be available (or so it is thought) for some use other than as a dwelling place for grass and trees. An ardent and well-meaning group, in their desire to help the city, asked recently that Hunting Park, now grown to 90 acres, be used for a purpose utterly foreign to its original dedication, only to meet a successful storm of protest from its neighbors. West Fairmount Park was suggested to the extent of over 600 acres for the United Nations' headquarters, forgetting that even a capital could not live without lungs. More recently another demand has arisen that Fairmount Park areas be given over for an uncertain period of years to emergency housing projects. Unpopular, or better perhaps, misunderstood, as has the position of the Commissioners been by these same well-meaning and ardent groups, they still remain trustees for two million people and stand between them and encroachment, however well intentioned. The Act of 1867 provided that Fairmount Park should "be laid out and maintained forever, as an open public place and park, for the health and enjoyment of the people . . .", and by the same Act the Commissioners were entrusted with its care and management. Such language is too precise to admit of any doubt as to the position the Commissioners should take. They would be unfaithful to their trust if they were to act otherwise. It is far from a technical position, and if anyone reads that into these paragraphs then they fail utterly in the meaning that they are intended to convey.

Thomas Cochran knew of the pernicious smell of coal and illuminating gas in 1872 when he urged more breathing spaces. But he did not know, and could not guess that gasoline fumes and carbon monoxide and the smell of diesel oil and other noxious vapors with long chemical names would ever hang over our streets, or that a stench of oil on muggy nights would blanket parts of the city to choke and burn the throat. Open spaces, of course, we need more open spaces. If they are not forthcoming, the juggernaut of asphalt and bricks and concrete will make city living not just unbearable in the loose sense that means tolerable, but actually impossible.

Philadelphia's parks, then, serve two purposes—recreation for the many and breathing room for all, whether at home or in the parks. And yet there are some who unthinkingly believe that parks are only for those who use them, that they are extravagances which do not justify their annual cost, much less the great outlay of capital in acquiring them. Place a dollar value on the 3,926 acres of Fairmount Park today if you must, but if you do you should realize how utterly out of proportion the annual cost is to that value—hardly twenty-five cents per person of the city's population. The sum is substantial only in the aggregate and of a value to the individual so far beyond the cost as to be fantastic.

This is the fourth of a series of articles enlarging upon major items in the 24-point program of municipal improvements formulated by the Chamber of Commerce and Board of Trade, as announced in the March issue of PHILADELPHIA

AN INTERNATIONAL AIR

"PHILADELPHIA is in a location for air traffic second to no city of the East. Weather conditions, lack of severe gales, a minimum of fog, and a strategic location along the coast insure that it will become the principal airport of the East Coast, provided proper accommodations are made to receive this business. It will, undoubtedly, become the principal port for coastwise traffic, which will be conducted mainly by seaplane type of craft, and is the logical terminus for oversea travel. For overland traffic it is located directly on the eastern, north and south routes and is the focal point for radiating air lines to all sections of the west.

"Philadelphia stands today with a door closed against this opportunity. *It is not a LANDING FIELD that is necessary, but a MUNICIPAL AIRPORT sufficient to meet all demands of this modern business*, which is waiting and anxious to bestow its advantages upon the community."

Thus wrote Alexander Murdoch, Director, Department of Public Works, Philadelphia, on March 9, 1929, in *Reports and Recommendations for a Municipal Airport for the City of Philadelphia*, prepared in collaboration with Lieutenant-Colonel Harry H. Blee, Chief, Division of Airports and Aeronautics Information, U. S. Department of Commerce. This statement, written seventeen years ago, shows Mr. Murdoch as a gentleman of perspicacity and prescience. In the light of subsequent developments (or their absence) it would also seem to show this city as a paragon of sloth, procrastination and public indifference, at least with respect to airport development.

This indifference was not universal, however. The Philadelphia Chamber of Commerce organized an Aviation Committee in 1921, the first in the country, under the chairmanship of S. B. Eckert. Thus for twenty-five years this group, whose present chairman is L. P. Sharples, has fought an up-hill battle for adequate airport facilities.

The survey which formed the basis for the *Reports and Recommendations* mentioned above covered twenty-five locations within the city or immediately adjacent thereto, including the site of the present Northeast Airport. In his report, Colonel Blee stated that "As a result of the studies that have been made it is felt that the Hog Island site is by far the best site for the development of the major Philadelphia air terminal and its selection is urgently recommended." It is significant that questionnaires addressed to the major airlines serving Philadelphia in 1945 by the Chamber of Commerce elicited a unanimous response to this same effect.

Colonel Blee's report shows that the Southwest Airport (Hog Island) is particularly suitable because of its freedom from fogs, and states that "fogs generally break away along a line following the general course of the river, forming what pilots term a 'fog trough.' which when viewed from above resembles the general contour of the terrain below."

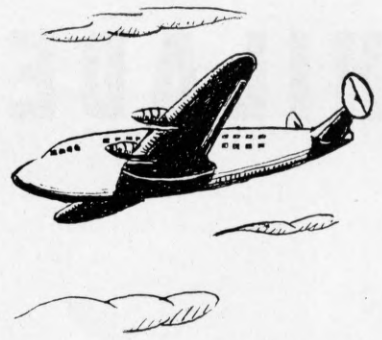
He also states that "most of the smoke of the Philadelphia district originates in the industrial district extending several miles north and south of Market Street along the banks of the Delaware River." As the prevailing winds here are from the northwest and southwest, that smoke blows toward the northeast or southeast. Hence, the southwest location is particularly free of fog and of smoke, and of the particularly undesirable mixture of the two.

Numerous surveys and reports have been made covering airport sites and plans. In addition to the work of Messrs. Murdoch and Blee, an expensive engineering survey was made (also in 1929) by Ford, Bacon & Davis, of all available airport sites around Philadelphia. In 1945 a committee of experts representing the major airlines made an engineering survey and economic analysis of the city, conclusively proving that Southwest Airport is the best location for Philadelphia's major airline terminal. More recently a newly organized private firm of "airport engineers" was retained by the city at considerable expense, to do the job over again.

The attitude of the public toward the expenditure of funds for modern airport construction was emphatically expressed this Spring by their willingness in voting the airport loan to finance the facilities needed. The thousands of Philadelphia air travelers who have visited and seen other modern airports realize the need for remedial action here. They realize how little real progress has been made since 1929, when Colonel Blee concluded his report with these words: "Progressive cities throughout the United States are realizing that they must provide themselves with adequate airports if they are to have a place in the far-flung air transportation system that is rapidly spreading out to encompass the four corners of the globe and are actively engaged in the development of their airports. The City of Philadelphia, which has thus far been sadly lacking in airport facilities, has the opportunity of taking a leading place in commercial aeronautics if it will proceed at once with the development of one of the outstanding air terminals of the country."

The most urgent need at the Southwest Airport is for terminal buildings. With an average of fifty-seven flights a day, and

TERMINAL - *or else!*



more in prospect, we have a volume of traffic which renders the existing makeshift facilities pitifully inadequate. The necessary improvements, for which funds have now been made available, can and should be a self-liquidating investment, through their construction by the city for rental to airlines and concessionaires. As an example of what can be done, the airport at Los Angeles has shown a seven-figure excess of income over direct operating expenses in the past six years.

Several outlying sections around Philadelphia have expressed a desire to have our great International Air Terminal moved to their locale, so as to better accommodate their own local traffic. This would, however, work a great inconvenience on the bulk of Philadelphia's traffic, which is generated in the midcity section. There has been a demand for the airport in New Jersey a number of miles from Camden's present airport. Others have urged that it be located out at Northeast Airport, a 45-minute drive from town. Still others want it on the Main Line. Let us not be diverted by any of these local or sectional pressures from our main goal—a great International Terminal at Southwest Airport.

The City Planning Commission has found that 76 per cent more persons are within a 9-mile radius of Southwest Airport than within a similar distance of the Northeast field. Payroll statistics show about the same distribution, indicating the same relative proportions of manufacturing activity. In view of these and all other pertinent factors, the Commission has recommended that of the existing airport sites proposed for expansion, Southwest seems the most appropriate for development, and urged the importance of concentrating there on construction of Philadelphia's major airline terminal.

As an International terminal the Southwest site is a "natural." Outstanding above all other considerations is its proximity to the center of the city. It is what airline engineers call a "taxicab airport," meaning that it is so close to town that travellers can afford to use individual taxis, and can thus reduce the time they must allow to catch a plane. The taxi ride is under fifteen minutes. At other airports, where airport buses must be used on account of distance, a traveller must leave his office about one and a quarter hours before plane time to catch the bus. This often entirely destroys the advantage of going by airline.

Airline pilots state that from a flier's standpoint the Southwest site is practically ideal. It has clear airliner approaches to all runways. The river (also usable for seaplanes) on one side will forever keep that entire approach area clear. No complaint has ever been received from a pilot concerning the runways at this port.

Weather conditions at this site are unusually good. During only ten days per average year have airliners been unable to use Southwest Airport because of weather. Recently this field was massed with more than seventy-eight great airliners that landed there because of bad weather conditions at other airports, including New York City.

Philadelphia is fortunate in that Southwest Airport has been time-tested with airline operation for many years. The runways have stood up and no sinking spots have developed such as have gradually shown up at some other airports. The heaviest trans-oceanic airliners are now being landed there. More and thicker runways will, of course, be needed—"parallel runways" so that two landings can be made at once as the traffic increases. But the present type of cheap fill (pumped in from the river) that was used when the airport was first built has been proven entirely satisfactory by many years of operation, and is an effective guarantee for the future. Likewise the foundations of the present two-story airport buildings have stood up perfectly over the years, and the adequacy of normal foundations has thus been proven.

There is still time for Philadelphia to take its rightful place in the Air Age, but that time is short, and it lies in the immediate future. We must start to build today; tomorrow may be too late. There has been too much talk, a plethora of plans and surveys, in these last twenty-five years—and a dearth of action.

Philadelphia now has the blueprints and appropriations for airport development on an adequate scale. It takes little vision to see that we are at the threshold of a new age of transportation. It would be most unfortunate, and an irretrievable error, for our city at this crucial time to allow sectional bickering to impede the progress of all Philadelphia. With La-Guardia and Newark Airports seriously congested, and our own runways capable of tremendous additional use, even foreign airlines can be induced to consider Philadelphia seriously, provided our airport buildings are brought up to date. It would be a penny wise, pound foolish policy to delay further.

The importance of a suitable air terminal lies in the economic advantages conferred upon the city as a result of its ready accessibility by air. It will mean a stimulus to trade, both domestic and foreign, and will inevitably benefit more or less directly every member of the community. It is this fact, and not merely the convenience of the airlines, which renders quick action imperative.

PHILADELPHIA ★ ★ ★ STAR MAKER

by Basil Davis Riter

IT HAS always been interesting to conjecture how many people who regularly attend the movies and see their share of "B" pictures, realize these are the "hang over," so to speak, of the old days of the theatrical stock company—the proving ground from which so many stars emerged. As a matter of fact, the films have completely taken over the old stock star system and combination billing of popular players in teams that was used for years by the finest stock companies.

All stock was not of the "B" picture variety by any means, although that particular phase did represent one of the most colorful eras of the theatre.

And here again, as in most any field one can name or think of, it is possible to trace this era completely from its most flamboyant aspects to the epitome of the finest acting of the period, right here in our own city of Philadelphia.

Many of the stars, who made their bid for fame in Philadelphia and found it, also made their homes here; and even when they traveled always returned to this city. Indeed, there are several who are buried here where fortune smiled on them. As Struthers Burt points out in his fine book, *Philadelphia: Holy Experiment*, anyone who has once lived in Philadelphia invariably returns; and this is as true of theatrical people as any others.

Let us trace this phase of theatrical history as it manifested itself locally.

Of the colorful, even lurid, type of stock company that flourished here in the last century, one of the shining examples was the old National Theatre at 10th and Callowhill Streets, now the site of the American Ice Company plant. Here, amongst other equally hair-raising and blood-curdling performances, was presented with tremendous success "Crossing Death Valley" with its famous Forty-niner background.

Forepaugh's Theatre, on 8th Street above Race, was another stronghold of violent melodrama, and still stands today in the tenderloin district presenting double features which are shadow counterparts of what once populated its stage.

Wood's Museum, at 9th and Arch Streets, and razed some twenty years ago, after being the home of one of the last minstrel troupes in the country for years, was still another. It was here that "Uncle Tom's Cabin" had its local premiere midst much furor, and one of the members of the Wood's Company was none other than Otis Skinner, one of America's finest actors who for many years was a resident of Bryn Mawr in our suburbs.

These theatres had audiences who attended regularly and enjoyed avidly each and every production at an admission scale of ten, twenty, and thirty cents, definitely representing the "B" picture patrons of that era.

The minstrel company that wound up the career of Wood's Museum and the equally famous Carncross Minstrels that played for years at the Eleventh Street Opera House, situated just below Market Street and the present site of a Horn and Hardart cafeteria, form another colorful chapter in our local theatrical history. They represented, in spite of their shoddiness in some respects, a form of theatre art whose death is to be mourned, for it was the perfect timing and improvisation of such groups that gave us some of our finest comedians. Two such examples, who are still stars and tops in their particular field, are Al Jolson and Eddie Cantor, both of whom had minstrel training, Al Jolson going into an early edition of the *Ziegfeld Follies* from the Carncross Minstrels here.

On the other side of the picture, we have the many magnificent stock companies that for half a century flourished in Philadelphia presenting regularly the finest plays with the finest actors of the period. The old Chestnut Street Theatre, between 5th and 6th Streets; The Walnut Street Theatre in its early days; the Park on North Broad Street; and the later Chestnut Street Theatre, between 11th and 12th Streets, with its famous bust of Shakespeare over the entrance where the Orpheum Players held forth for many years until the building was razed in 1918.

The Girard Avenue Theatre, near 7th Street and now a movie house, should not be overlooked either. It was the scene of many fine productions in the late 90's, and it was here that Margaret Dale, a Philadelphian by birth and one of our better known actresses, received her early training before going on to become Henry Miller's leading lady in New York. She is also well remembered for her role of the spy in *Disraeli* with George Arliss, and was seen here recently with Gertrude Lawrence in *Lady in the Dark*, and just this season in *The Late George Apley*.

Mentioned last, but certainly not least in the list of famous stock companies that have flourished in Philadelphia, is the renowned Arch Street Theatre, which stood between 6th and 7th Streets and wound up its days as a Yiddish theatre before being razed some ten years ago.

It was here from 1861 to 1892 that Mrs. John Drew managed the most famous and most consistently profitable stock company the country has ever known. From its ranks, to mention a few, came her two sons, John Drew and Sidney Drew; as well as Ada Rehan, in her day considered the finest Shakespearean actress on the stage. It was John Drew's sister, Georgie, who married Maurice Barrymore (the Clark Gable of this golden era of local theatrical history) and became the mother of the famous Barrymores—Ethel, Lionel and John—all of whom were born in Philadelphia, started their careers and came into prominence locally before going on to world acclaim in the theatre and films. Their real family name is Blythe, and Ethel is an accomplished pianist as well as actress, having been soloist with the Philadelphia Orchestra in its early days before going on the stage. John is now dead, being buried with his famous parents and grandparents in Mount Vernon Cemetery at Ridge and Lehigh Avenues, near Robin Hood Dell; and Lionel and Ethel carry on the name so brilliantly in the movies and theatre, respectively.

Here, indeed, is represented the finer side of stock training and the actors and actresses it can produce; and here again Philadelphia can take full credit for having nurtured and furthered the careers of many of the most famous. But then, Philadelphia has always been prone to the arts.

After the turn of the century, when the theatre became more diffused in its activities and the road was born with entire productions and not merely stars being toured, stock went into a decline from which it never recovered. The last local stronghold it had was the well-remembered Mae Desmond Company with its legions of followers who flocked to every performance given for years as it played in turn the Metropolitan Opera House, Knickerbocker (now Fan's at

(Continued on page 41)

I-SCREAM!

Breyers Celebrates the 80th Birthday of Its Wholesale Manufacture of Ice Cream for Which Philadelphia is Famous » » » » »

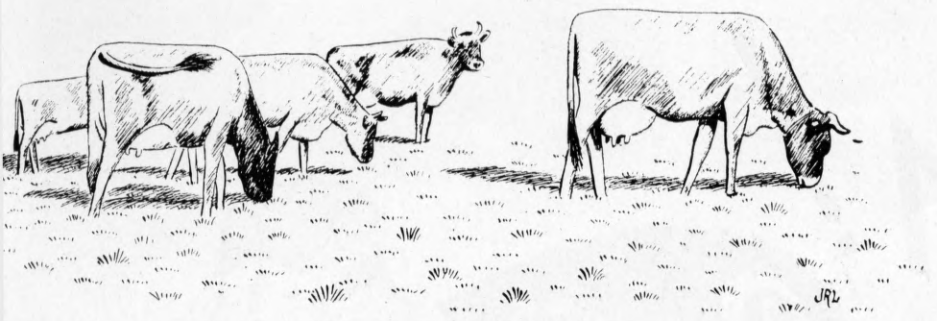
What Philadelphian can't still hear the playmates of his childhood calling that old ditty, "I scream, you scream, we all scream for ice cream!" . . . And no matter how much ice cream Philadelphians have already greedily devoured, they still love it! Breyers can't anywhere nearly keep up with the demand for its product in these days of sugar and other shortages . . . and especially now that dog-days are again upon us.

In its 80 years of very active life, the Breyer Ice Cream Company has always found a ready market for its delicious creamy flavors. In fact, William Breyer, father of Henry W. Breyer, founder of the Breyer Ice Cream Company, was always greeted by eager throngs when he pushed his ice cream wagon through the streets of Kensington and Frankford, ringing the family dinner bell as he went along. That old dinner bell, by the way, is now a guarded relic in the Breyer family.

It was at the close of the Civil War, in 1866, that William Breyer first became interested in making ice cream. Times were hard. He needed a job, and he was ingenious enough to create one for himself. With a simple hand freezer in his Kensington home he produced ice cream that was to make Philadelphia famous. Its quality was achieved by combining only the best ingredients . . . no substitutes, powders, fillers, or artificial flavorings . . . an ideal of quality that has since become widely known as the "Breyers Pledge of Purity." William Breyer's ideal is even today a practical reality . . . You'd find that easy to believe if you toured the tremendous plant at 43rd Street below Woodland Avenue and saw the huge quantities of fresh bananas, oranges, and berries being prepared for the ice cream you enjoy. There are large quantities of vanilla beans, too, which are used exclusively and bought from Mexico at $10.50 per pound, although synthetic vanilla might be purchased for 50c per pound.

The production of Breyers ice cream has grown by leaps and bounds since William Breyer's ice cream wagon. William Breyer himself found it necessary to open a retail store, and so successful did he find this venture that gradually he opened six of them in various sections of Philadelphia. After his death, the business was continued by his widow and sons, and together they decided to establish a manufacturing plant separate from the retail stores . . . the manufacturing facilities at the Number One store could no longer satisfy demand.

At left the conveyor belts carry bulk ice cream orders to refrigerated delivery trucks on way to dealers. Today's Breyer fleet of 225 trucks is quite a contrast to the horse-drawn trucks (below) of the early 1900's



Breyers ice cream is made from the milk of some of the finest dairy farms in the country

Cream enters Breyers Philadelphia plant by conveyor belt from the railroad siding just outside the door. Upside down each can empties into the mixing tank

Accordingly, the first "wholesale" manufacturing plant was opened in 1896 at 2103-07 East Somerset Street. Mechanical freezers were installed, and production was off to a big start. Only eight years later it was necessary to purchase a new and larger building, and in 1908, when his brother Fred died, Henry W. Breyer, son of William Breyer, acquired control of the business and founded the Breyer Ice Cream Company. Under the briar leaf trade mark conceived by Henry Breyer himself, production had grown by 1914 to 1,000,000 gallons per year. Of course, some years earlier ice and salt had been replaced by brine for the freezing process, and by 1914 the wholesale plant had been remodeled to extend the full length of a block on Cumberland Street.

But even that plant was soon outgrown and outmoded; 1924 saw the completion of the present plant at 43rd Street below Woodland Avenue, 1925 a new plant in Long Island City, New York, and 1927 still another manufacturing plant in Newark. Moreover, in order to service its seven state territory, the Breyer Company has established nine distributing branches. The Philadelphia manufacturing plant alone, which was designed for 70,000 gallons maximum daily production, has produced as many as 100,000 gallons in one day, or one-tenth of the whole year's production in 1914.

Now a division of National Dairy Products Corporation, the Breyer Ice Cream Company uses more than 250,000,000 pounds of fresh milk yearly from some of the finest dairy farms in the country. Even in 1900 Henry Breyer was foresighted enough to establish a "creamery" or receiving station, and today the Breyer Company owns and operates eight such creameries in New York, Pennsylvania, Maryland and Delaware. Because summer dog-days bring such increased demand for ice cream, the ice cream industry has been called "the balance wheel" of the dairy industry . . . the greater portion of the milk it buys and uses is bought and used during the spring and summer months, when production of milk reaches its highest peak.

Before the war, the Breyer Ice Cream Company played host to many visitors who were conducted on tours through the manufacturing plants. It's probable that soon those tours will be resumed, and they are to be highly recommended. There is real beauty in the lucious richness of the ice cream mix as it swirls like river rapids in the mixing tanks. Further along on the tour, the aroma of fresh cherries, of strawberries, and of roasting nuts are nothing short of tantalizing, while the smooth, even flow of flavors in the packaging room is at once a tribute to mechanical genius and a gastronomic inspiration. Even above all other points of recommendation are the highly polished stainless steel equipment, the immaculate brick-tile walls and floors, and the cleanly appearance of personnel.

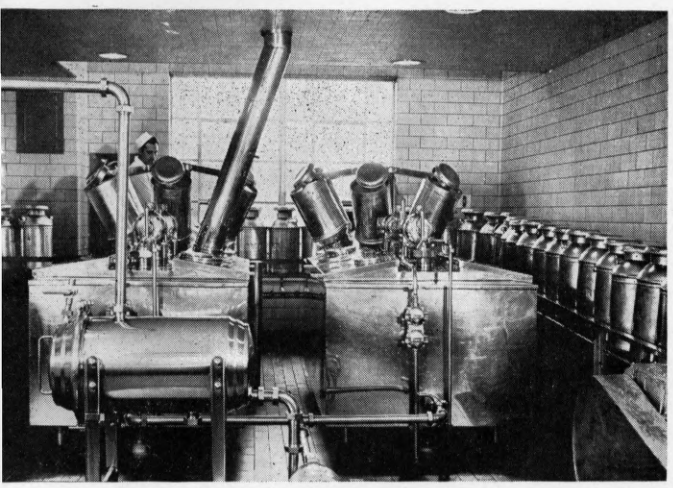
(Continued on page 41)

Laboratory where tests are made during each and every stage of production. Everything is kept immaculately clean, including building, equipment, and uniforms

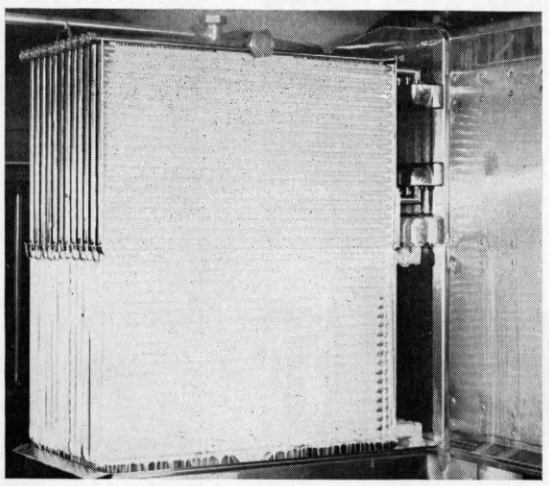
Long bricks are filled by only slightly different equipment. Ice Cream is piped from storage tanks to packaging room; fruit is added just before packaging

In the cream-sickle room where cream-sickles are made from vanilla ice cream and are then chocolate dipped. After dipping, they travel upside down toward packaging

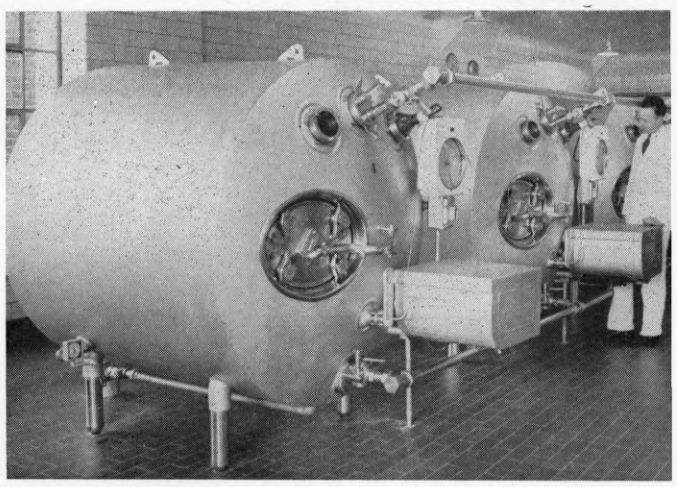
In a freezer room at Breyers Philadelphia plant, where capacity is 4500 gallons daily. Bulk packages are coming down the line for filling. Cleanliness is obvious



Then cans travel off to be cleansed and returned to creameries. Funnel from floor above carries sugar and sometimes chocolate. Ice cream mix swirls hot in tanks



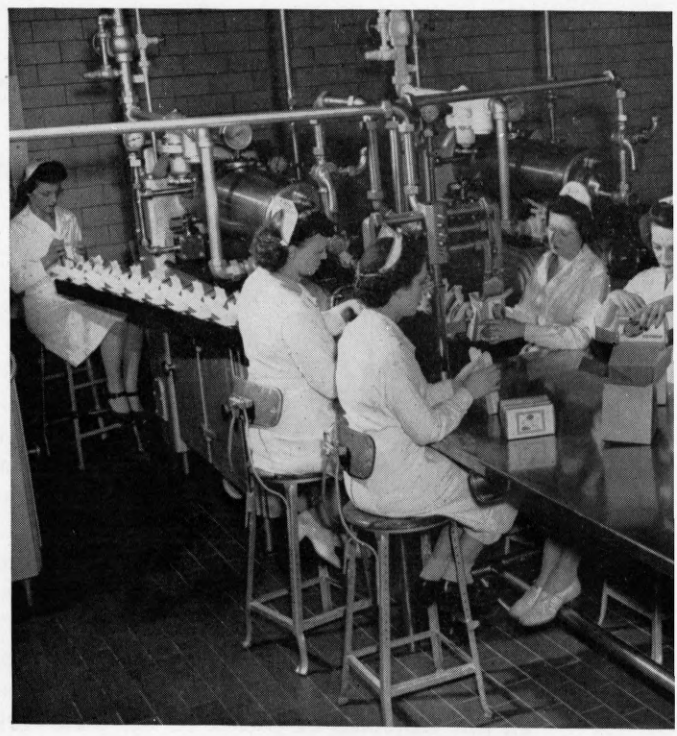
158 degree mix, pasteurized and homogenized, passes over surface cooler containing cold water at top and freezing agent at bottom . . . cools to almost freezing



"Baby" 2500 gallon glass-lined storage tanks (others there are 4,000 gallon), in which the cream mix is held for twenty-four hours

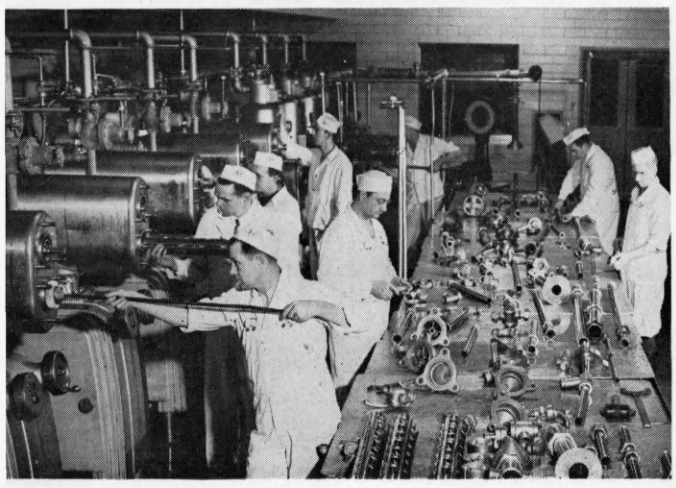
Flavor room where strawberries, cherries, fresh oranges and other natural flavors are prepared to be included in mix at point of packaging. Smells delicious!

Slicer (center rear) cuts bricks into individual portions and wraps each piece automatically . . . ready for packaging by hand. Eight cuts to the quart is usual



Bricks are filled while cream is soft, three flavors flowing simultaneously into each box (center of picture). Before individual cuts can be made, bricks are hardened

Mechanical crew tears all equipment apart at least every eight hours and thoroughly cleans every intricate piece. For sterility, screw threads must all be inside



Hardening room where temperature is 30 degrees below zero and where ice cream is allowed to harden for cutting or is stored in preparation for loading on trucks

In the order department where a staff of sales men and women telephone all dealers each day for the next day's orders. Hardest work is between 5 and 11 p. m.

PHILADELPHIAN OF THE MONTH

Samuel Cooke

"HUCKSTER IN THE STRATOSPHERE"

Samuel Cooke (right), president of Penn Fruit Company, enjoys a chat with gourmet George Rector, of the old New York Rector's Restaurant

Incorrigible optimist has claustrophobia . . . Likes everything big . . . Ownes biggest Super Market in the World

SAMUEL COOKE at the age of eight sailed across the Atlantic as an emigrant boy to the big United States. Somewhere along the line he acquired claustrophobia, as anyone might guess from taking a look at his Penn Fruit Company Super Markets—spacious, tidy, and magnificent with their high-domed ceilings and tremendous windows. In keeping with Mr. Cooke's liking for everything big his interpretation of the management of Penn Fruit requires that all due emphasis be placed on the teamwork involved. That teamwork is constructed from what started as a partnership of two men and has grown to a corporation managed by five. Not to limit operation of the business even to those five, management policy evokes systematic cooperation of all top personnel including company executives, department managers, store managers, and buyers. It's an organization tightly knit and operating on eight cylinders.

Coming from a family of eleven children, Sam left school early to help support his brothers and sisters. His first business venture, at the age of twelve, was a lettuce deal—not the kind he makes now involving carloads and carloads from all over the United States—but a deal for a single barrel of lettuce from a farmer on South Street. Price—one dollar. Sam figured out that he couldn't put a barrel of lettuce in his two huckstering chip baskets, but he could peel off the outer leaves and make lettuce hearts which he could carry with ease. These he peddled through the streets of West Philadelphia, showing a net profit for the first day's operation of $1.50. The next morning found Sam in the market for two barrels of lettuce. From that modest beginning through the stages of pushcart, horse and wagon, double team, and fruit store, Sam Cooke has battled his way to national recognition as one of the most forward thinking and progressive food merchants in America.

Samuel Cooke's mother always cuts the tape at the opening of a new Penn Fruit Market. Here Sam Cooke stands beside her at Mayfair Market opening day

Penn Fruit Company, as such, was born in 1927 when Cooke formed a partnership with Morris Kaplan. Together, they opened their first store at 52nd and Market Streets—a walloping big store for the times, specializing in fruits and vegetables. The average food store in that period did a business of $400.00 or $500.00 a week, but the store at 52nd and Market Streets did a $10,000.00 weekly business.

Coming from a big family, pioneer of big markets, having an innate optimism that in spite of problems and difficulties, has grown bigger—as it is natural to expect, Mr. Cooke physically is a big man. He has always enjoyed sports, liked to take part in baseball and boxing as a kid and in fact met his partner, Morris Kaplan, on the diamond—and now he is a fight fan. In his bigness, too, Mr. Cooke is a devotee of Abraham Lincoln; has read and re-read the Carl Sandberg volumes.

(Continued on page 26)

What you want from a bank today

Business and banking have changed in many ways since Corn Exchange first opened its doors 88 years ago. One thing has not changed—today, as then, the purpose of Corn Exchange is to give its customers the convenience of all the services of a modern commercial bank, plus sound counsel based on practical business experience.

Manufacturers and distributors find the men at Corn Exchange talk their language and know their problems. As a result businessmen can get fast action. Loans on inventory or accounts receivable, for example, can be tailor-made for the purchase of new equipment, time sales can be financed with a modern plan developed to cover distributor, dealer and consumer sales.

Importers and exporters appreciate the assistance our Foreign Department can offer with its network of correspondents in cities all over the world. Through these connections our Foreign Department can often give valuable assistance to business entering new markets.

Merchants and dealers come to Corn Exchange for wise counsel in merchandising, for Corn Exchange has a broad knowledge of the retail trade in Philadelphia. Such counsel can often give added value to modernization loans and other financing which may be necessary from time to time. Both find our 11 offices throughout the city, plus our Time Sales Plan, offer the advantages of convenient city-wide service.

Individuals like the friendly, helpful service they receive at Corn Exchange. For instance, personal loans can be arranged quickly and easily. Special Checking Accounts can be opened with any amount; there is no charge for deposits nor is there a monthly service fee. Household furnishings and appliances can be bought through our Time Sales Plan.

Our broad knowledge of the widely diversified industries for which Philadelphia is famous, plus our many services for business and individuals have made Corn Exchange Banking Headquarters for over 200,000 customers. You, too, will find a ready welcome at Corn Exchange, whether you want to discuss your business, or use any of our personal financial services.

CORN EXCHANGE

NATIONAL BANK AND TRUST COMPANY

PHILADELPHIA

Established 1858

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

With Samuel Cooke is Paul S. Willis, president, Grocery Manufacturers of America

HUCKSTER IN THE STRATOSPHERE

(Continued from page 24)

Once asked what were his hobbies, Samuel Cooke replied that he was too busy "chaperoning pork chops and potatoes" to have any. What might be considered a hobby, however, is his interest in the right of any individual to go as far as his abilities or skills permit—the guiding principle of Mr. Cooke's own organizational policy and the subject of many vigorous orations in outside gatherings.

Recognition from his fellow food merchants was given Sam Cooke with his election this year as president of the Food Distributors Association of Philadelphia. He is regional director of the Super Market Institute, a national organization made up of retailers and independent chains; president of Top-Frost Foods, Inc., and director of Food Cooperative, Inc. He is also director of the National Farm School and for some years has been active in local Red Cross and United Campaign drives.

Obviously, his interests are not confined to the Penn Fruit Company, but even his activities relative to that company are tremendously varied. In endeavoring to offer the public highest quality foods at average prices he gets himself involved with the problems of dairy, meat, and produce men, continually helping them in their own battles to keep good food before the American public in these difficult times. As a matter of fact, Mr. Cooke has lived out of a suitcase for the past several years because of his traveling to production areas seeking the scarce food products. Moreover, he is very much interested in the Cooperative Movement which is making great strides in this country, and he has made a number of big deals with farmers' cooperatives locally. If you've ever gnawed at an ear of corn from a Penn Fruit Super Market you can appreciate the value of Samuel Cooke's arrangements with farmers to obtain first-day corn—ears that are picked between 5 and 8 A. M. and delivered to the markets by 10 A. M. The same is true of his precedent-breaking First Day Egg Program. Such arrangements are incidental to Mr. Cooke's efforts to assure supplies of merchandise direct from producer to consumer.

Also in line with those efforts is the affiliation of Penn Sea Food Company and National Marketing Company with Penn Fruit. These two subsidiaries operate on a national scale to bring fresh fish and fresh fruits and vegetables to Penn Fruit Markets in Philadelphia. Expert buyers of Penn Sea Food are in direct contact daily with every fishing ground on the Atlantic and Gulf Coasts. National Marketing buyers, at the same time, are roaming around the country purchasing strawberries and other perishables in season in fields before they are picked. As the season advances, these buyers move from one belt to another shipping fresh foods back home.

Penn Fruit operates a business doing in excess of $20,000,000 annually in only eleven stores. The other members of the firms are: Isaac Kaplan, vice-president; David Kaplan, secretary, and Louis Snyder, treasurer. Morris Kaplan, Sam's original partner, is first vice-president. Penn Fruit's stores are the result of vision and hard work on the part of Penn Fruit management which, in spite of Mr. Cooke's own modesty, is continually inspired by his personal force. Cooke's mistakes, when in the course of progress he has made any, have undoubtedly been mistakes of commission rather than of omission. He follows the old adage about "he who hesitates." The fact that he may seem unorthodox never stands in his way. At the time Penn Fruit management was considering locating a store at Broad and Olney—ground that was little more than open field—various people advised against the proposition, saying it was a poor location. But Samuel Cooke stuck to his guns and hopped into an autogyro, flew low over Broad and Olney and decided for himself the location was good. That may not seem so amazing today, but at that time Fairchild Aerial Surveys had not been born. There's no doubt but that Penn Fruit Markets have pioneered entire communities, establishing themselves where little or no competition existed and wrapping new residents gradually about them. Newspaper clipping files become somewhat monotonous in their references to one new Penn Fruit store after another as the largest in Philadelphia or even as the largest in the country.

The most recently opened Penn Fruit Market is that at 19th and Market Streets where crowds gathered on opening day, April 14, 1946, to obtain goods that everywhere have been classed as hard to get. Sighs of delight were prevalent as customers found brand names they hadn't seen in months or even years. Mr. Cooke was on a buying trip during the last month of making the new store ready, and typical of his personal generosity were his opening day congratulations to executives and supervisors on the splendid job they had done in his absence. This store is situated on the site of a seventy-year-old farmers' market and of a previous Penn Super Market destroyed Christmas Eve of 1943 by fire. Mr. Cooke's mother, according to opening day tradition, cut the tape across the doors and then deposited dimes in the cash registers for the opening purchase.

Speaking of being unorthodox, it was way back in 1939 that Penn Fruit began "guaranteed meats" for its customers. It was probably the first company to do it and gradually it expanded that practice of guaranteeing its merchandise and included articles other than meat. It's likely that even in 1946 few food retailers have adopted such a policy. Samuel Cooke wasn't just trying to impress his customers when he started to guarantee his merchandise, but rather he was establishing a means of checking on unsatisfactory foods. Those which repeatedly appear on the list of returns offer cause for study and action toward improvement. Also unorthodox and similarly under the heading of "practical helps to employees and customers" are . . . the counters at 19th and Market where purchases of perishables may be checked in refrigerators for busy shoppers . . . self-service carts in which customers may carry heavy packages to their cars . . . V-shaped display counters for the customer's quick look at whatever may be available . . . cut flower departments where

(Continued on page 33)

On The Air

by Claire McMullen

THE Governor's Committee for Racial and Religious Understanding in Massachusetts has distributed a reprint of Kate Smith's magazine article entitled "A Time for Tolerance." In addition to giving the article wide distribution throughout the state, the committee plans to use excerpts of the star's article in a "Scrap-book for Teachers," to be circulated in public schools for classroom discussion. America's best loved songbird delivered her ideas on the subject in person recently as a guest at Philadelphia's own Fellowship House.

Kate Smith at Philadelphia's "Fellowship House"

Wrapping our Susan B. Anthony psychosis tightly about us, we would call to your attention this encouraging sign: THE WOMEN, long the most maligned of radio performers, are doing right well on a Mutual show called "Leave it to the Girls," heard locally over WIP, Saturdays, 9:00 P. M.

This enlightening 'forum" consists of five women with one male guest. They discuss everything from what's-the-matter-with-men (female query) to why-does-everyone-congratulate-the-groom-when-the-bride-really-put-over-the-deal (male thought). Listeners are invited to send in their own problems for community solving.

The American network blazed this trail some time back with short-lived "Listen, The Women." We swear on a pound of butter that we have never been able to figure out why some enterprising local sponsor has never offered to pay the freight for a similar session by Philadelphiennes. Surely there are enough fast thinking, epigrammatic dolls here to sustain such a feature. Looking over radio alone we'd recommend Rhona Lloyd, WCAU; Marie Dixon, KYW; Alice Faust, WFIL; Florence Smith, WPEN; Frances McGuire, WIP. If any of the ladies is offered *additional* talking time, we have engaged an attorney to collect the usual agent's fee.

Brightest summertime radio news for music lovers was WPEN'S announcement of intention to broadcast in entirety, two Robin Hood Dell concerts each week. Mondays and Wednesdays are the broadcast nights and in case of rain others are selected. The air shows and the concerts start simultaneously at 8:30 P. M.

THE RADIO ROUND UP—Dinah Shore and Frankie Sinatra are a possible duo for next season . . . it also looks as though the award-winning, best-beyond-doubt talent of Norman Corwin will be sponsored, with *Time*, Inc., paying for the commercials. Corwin at this writing is somewhere around the globe on the "round the world" tour he received as first winner of the Wendell Willkie "One World" Award. The trip probably will provide the theme for next Fall's series . . . "Pot of Gold," the show on which the $1000 telephone call is made to "someone" in the United States, will be back on the air again come autumn . . . Ralph Edwards, the "Truth or Consequences" man, has received the Treasury Silver Medal Award for work on bond drives . . . A policeman assigned to guide Lana Turner through New York's fan-filled streets when the star was guest on a dramatic show, got an explosive introduction to radio. Waiting backstage while Lana rehearsed her role, he heard two gun shots. He rushed on stage and had to be convinced that the shots were part of the show. With professional dignity, he examined the soundman's gun.

When the jury lines up to judge "something new under the sun," rest assured the radio stations will be in there sporting evidence. Our current choice for the honor is a "Learn to *Swim* by Radio" series on WIBG. Chap Rafferty, swimming authority and coach broadcasts instructions under sponsorship of Boulevard Pools. This is the second year for the series but, while the newness might have dulled, you must admit it's still a good trick.

Did you ever walk on a cloud
with your feet on the ground?
It's really no gymnastic feat . . . just good sense! Simply ooze into a pair of Geuting's Shoor-Treds and you'll have that heavenly sensation of breezing along through the ether. Why? . . . 'cause a Geuting's Shoor-Tred last does something for your feet that no other last does. It makes them feel and act as Nature intended them to. That's why generations of Philadelphians have followed the surefooted Shoor-Tred way to heavenly foot comfort. That's why
1312 CHESTNUT STREET, PHILADELPHIA
GERMANTOWN . . . ARDMORE
Geuting's
is
AMERICA'S MASTER SHOE STORE

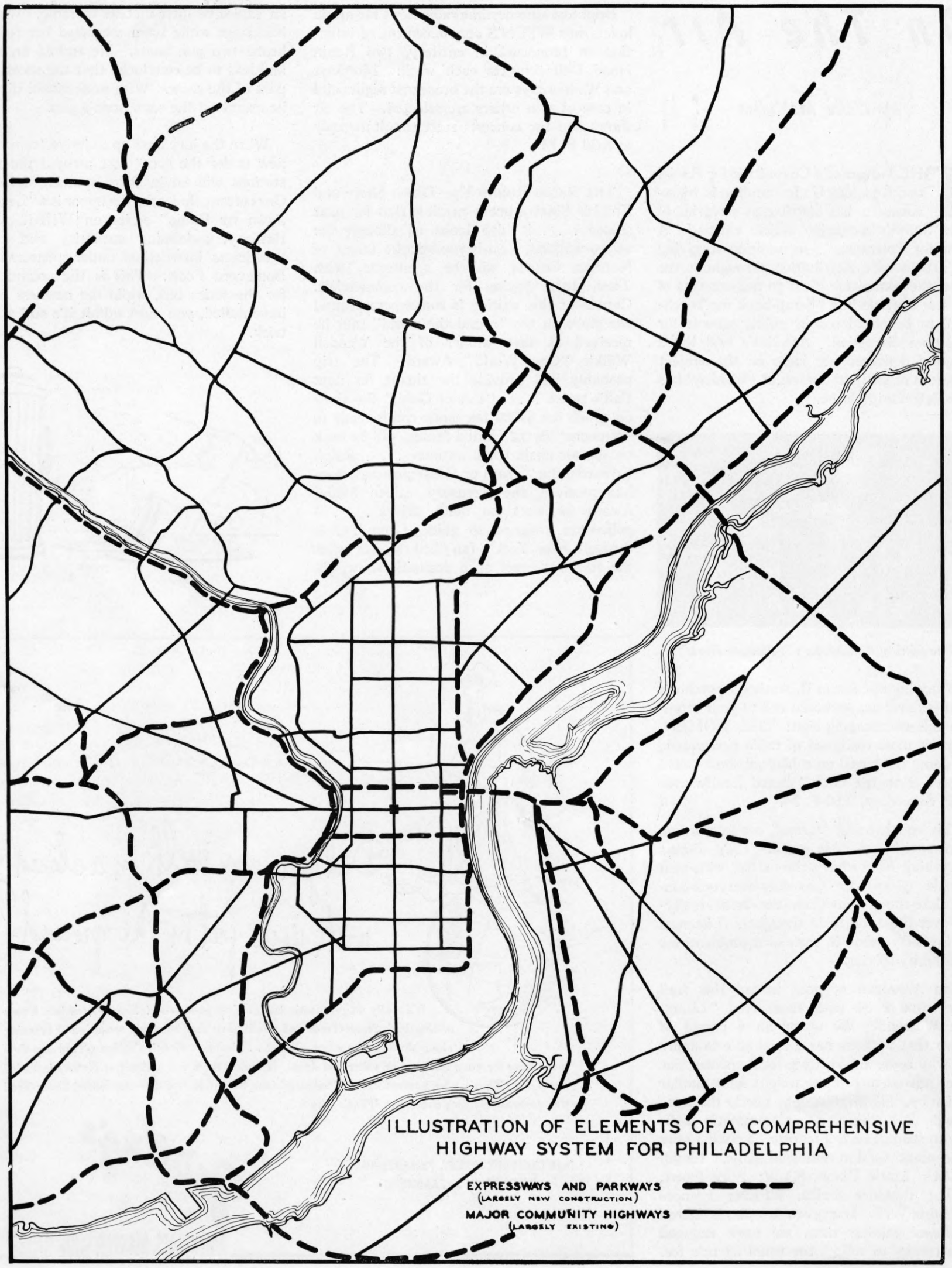


ILLUSTRATION OF ELEMENTS OF A COMPREHENSIVE
HIGHWAY SYSTEM FOR PHILADELPHIA
EXPRESSWAYS AND PARKWAYS
(LARGELY NEW CONSTRUCTION)
MAJOR COMMUNITY HIGHWAYS
(LARGELY EXISTING)

HIGH ROADS AND LOW ROADS IN PHILADELPHIA

by Raymond F. Leonard

Chief, Division of Land Planning
City Planning Commission

Properly located through-traffic routes and off-street parking facilities would alleviate traffic congestion in Philadelphia's central business district

PERHAPS that anonymous Scotch song writer was not thinking about 20th century expressways when he wrote: "Oh, ye'll take the high road and I'll take the low road, and I'll be in Scotland afore ye," but he was certainly describing the present-day low roads, or grade-separated expressways, which do get ye there afore the stop-and-go traveler on crowded surface highways.

Philadelphia, and all American cities, small and large, are the target-for-tomorrow for highway travel relief. The last twenty years have seen a complete switch in highway traveling—from the days when city streets were paved and pleasant to travel, out as far as the mud and dust of country roads, to our present network of free-wheeling country highways, which choke up at the city limits into congested, slow, red-lighted city streets. Eighty-six per cent of all trips begin or end, or both, in cities. Yet few cities have more than scratched the surface of providing adequate motorways.

An Ideal System

What are the principles behind an adequate plan for moving people and goods over Philadelphia streets and highways? First and foremost is the making of a clear distinction between the major purpose or use of each travelway in the area. A residential street, used mainly to bring cars and service trucks to private houses, does not need to be four or six lanes wide, or be expensively paved. A major shopping highway, with trolley tracks and a lot of pulling out and in from parking areas and side streets, should not be used for through traffic. And conversely, the streets that concentrate long-distance traffic, and carry it through from one part of the city to another, or from the central city to the suburbs and country, should be kept clear for steady flow use, and should not connect with the regular street system except at designated entrance and exit points.

That kind of street system is the only kind that will really handle metropolitan traffic, and every street improvement from now on out should be approved or disapproved according to whether it advances this kind of system, or merely blindly adds more paved street surface. There's no use kidding ourselves any further—desperate widenings of existing streets will not in most cases solve the through-movement needs of metropolitan traffic, will not provide convenient community main streets, and will not preserve and protect residential living areas.

There are other elements needed to complete an ideal highway system, the most important of which is proper terminal arrangements for cars, buses and trucks at their destinations. Water won't flow through the best piping system if it chokes back at the ends. Off-street parking at business centers, construction of properly located bus terminals and motor-freight stations must be coordinated with the highway system. And the system must pay particular attention to the movement of people by mass-transportation—buses, trolleys, rapid-transit—since only by maximum convenient service by these carriers can a metropolitan area hope to obtain sufficient movability for its people.

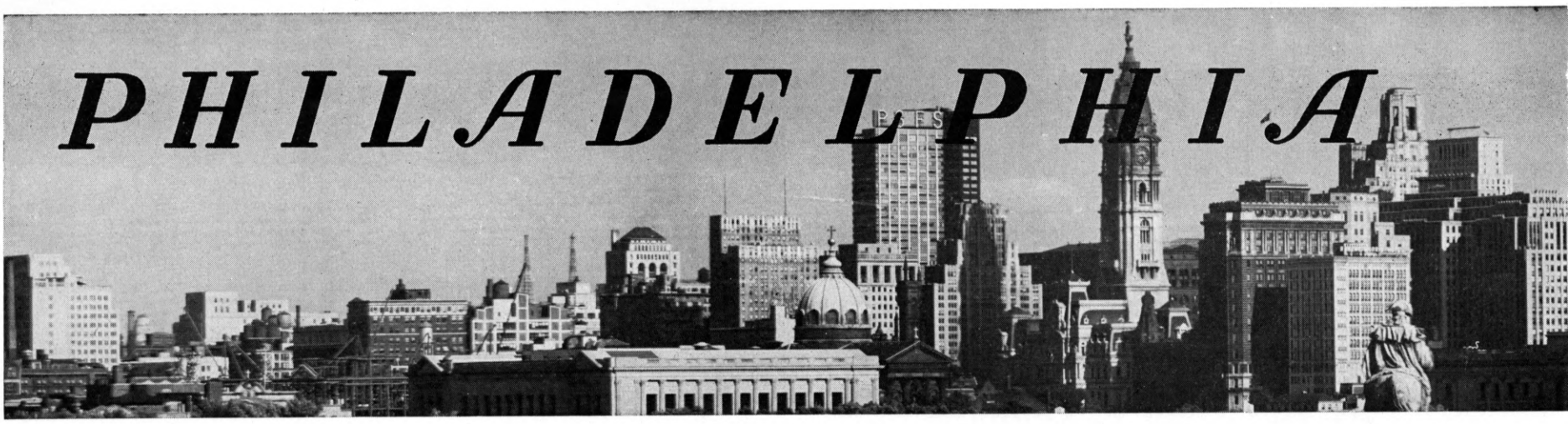
Special design factors must also be considered. Central city highway planning now favors a steady-flow traffic loop, just outside the intensive shopping and office area, so that cars and buses using the arterial highways can go without interruption to a point near their destination, and leave the system to park or discharge passengers at lots and bus terminals within convenient walking distance of all blocks. Special provisions must be made for serving produce terminals, industrial areas, the port. But these are all variations on the main theme—expressways or modified expressways for through traffic, major highways with a smaller number of intersections and reduced parking, for community shopping, and residential streets closed to through traffic, for living.

Defects in the Philadelphia System

How does the present Philadelphia street and highway system measure up to the kind described above? Not very well, it must be admitted. The distribution of heavy through traffic over nearly every north-south and east-west street in north and south Philadelphia does not help the attractiveness of living, does contribute toward the tendency to move out of these areas. Henry Avenue traffic is no help to Queen Lane residences, Stenton Avenue to Chestnut Hill-Wyndmoor, or Thompson Street to Kensington. Heavy through traffic does not make easier shopping at Broad and Erie, or Germantown and Chelten Avenues. (Be careful to make the distinction between shopping traffic that belongs there, and the impatient through traffic that does not.)

As to ways for through traffic now existing—what is *your* favorite bottleneck? The long drive down Broad Street? Arch or Market Street from the Delaware River to Broad Street? The bridges on Roosevelt Boulevard? Wiggling through Chestnut Hill from Lincoln Drive to Bethlehem Pike? US 30 from Bryn Mawr to the City? On the credit side we have the free-flowing East and West Schuylkill River Drives (which are, however, restricted against trucks and buses), Essington Avenue from Passyunk Avenue to Southwest Airport, Roosevelt Boulevard (except for an increasing number of stop lights).

(Continued on page 38)



By PAUL A. HOWE

COMPARING May with preceding months, the diminishing number of minus items among the positive indicators on the opposite page points to an increasingly healthier state of commerce and industry in Philadelphia. Further emphasizing the improvement is the fact that four of the six remaining minus items, with the exception of Freight Car Loadings and Electric Sales, have made substantial monthly strides toward the plus ranks. Freight Car Loadings during May naturally were depressed by the rail embargo imposed by the coal strike, and the short-lived rail strike.

● The four May indicators of factory employment activity reveal that, while such employment, hours, and wages are below the level of the corresponding month of 1945, the rate of decline has consistently slackened off month after month in 1946. The May Factory Employment Index is slightly higher than the average recorded for the first half of 1941 when the war production program was getting under way. The same is true for Factory Employee-Hours. Factory Payrolls, however, are about 52% above that level while the Average Weekly Factory Wage has risen 49% over the 1941 figure. Wage Tax collections by the City from employees, while slightly under the April figure, were almost one-fifth greater than in 1945.

● Transit Passengers carried by PTC were 2% over last year and exceeded the May figures for all previous years. Commercial and Industrial Electric Sales continued below the 1945 level.

● The daily average number of telephone calls originating in Philadelphia during May spurted to another all-time high as did the number of telephones in operation. In browsing through some old office records we learned that on January 1, 1908, there were 130,000 telephones being used by the two systems. Today that figure is 515,-613. In 1911 Philadelphia had one Bell Telephone for every 12 persons, while the nation-wide average was one for every 16. On January 1, 1946, approximately every fourth Philadelphian had a phone while the U. S. average was one for every six persons.

● Commercial activities continued on a high plane during the month with the Department Store Sales and Women's Apparel Store Sales showing one-third increase over 1945 figures, and both setting new records for May sales. Department Store Stocks were at their highest level since 1942. The rate of increase in Postal Receipts during May slowed down but still registered a 9% increase over the corresponding month of 1945.

● Bank Debits slowed down to record only a 5% gain over last year as compared with the 22% increase chalked up in April. Sales of Ordinary Life Insurance in Philadelphia continued to gain over last year's figure but at a lower rate than for April.

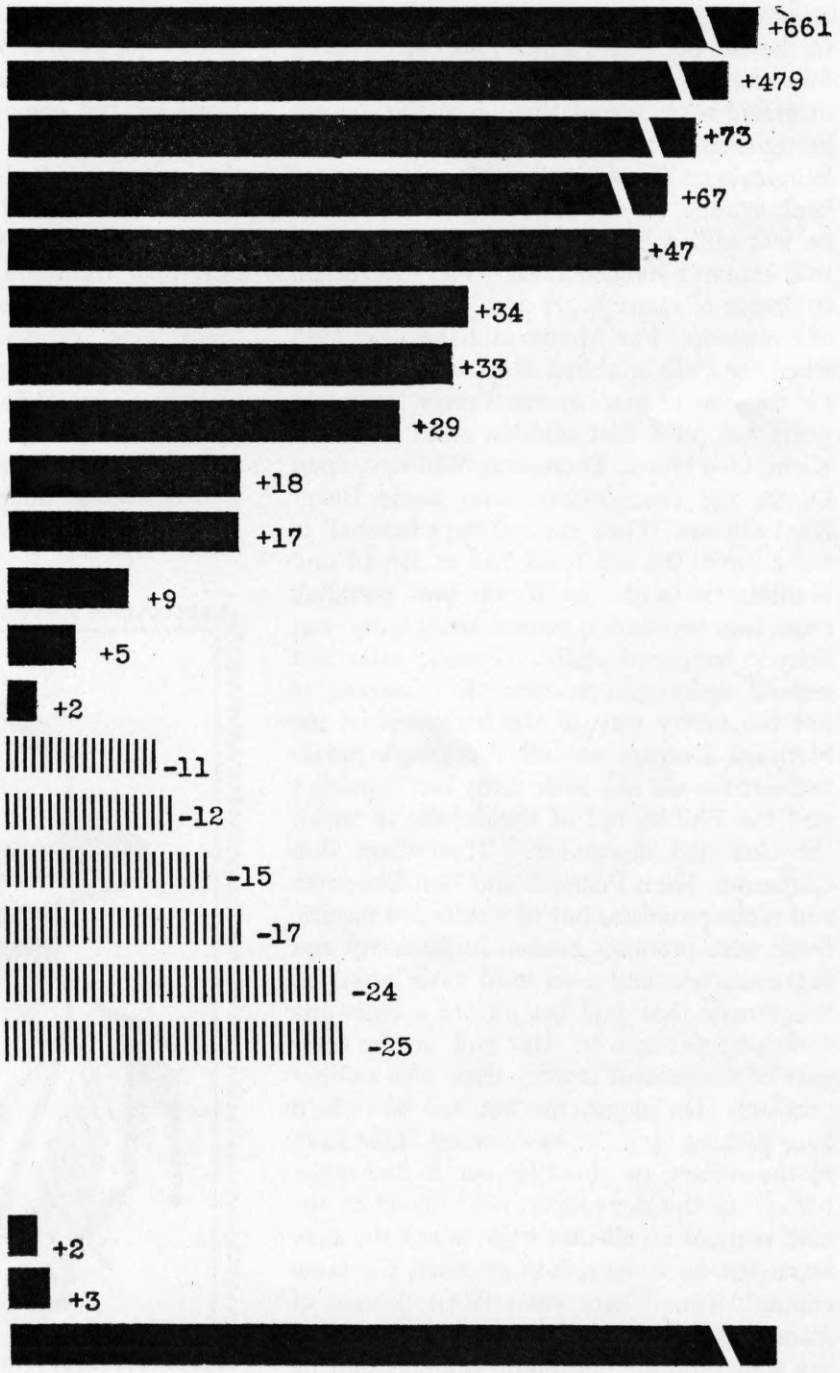
● Despite Federal construction restrictions and a drop of one-third from the April figure the value of Total Building Permits issued by City Hall during May remained far above last year's figure. As a measure of the priority being given home building it is noted that 56% by value of the total permits issued represented residential construction while only 21% was applicable to industrial and commercial building and the remaining 23% constituted repairs and alterations to unspecified types of buildings. If building and alteration plans filed in City Hall during the month materialize, Philadelphia will soon be able to provide for an additional 1,124 families.

● The numbers of Mortgages and Deeds filed at City Hall during May both set new records. The rate of increase in both cases likewise picked up speed over those for previous months of 1946.

● Among the Negative Indicators we note that the May increase in Total Unemployment Compensation Claims declined percentagewise from the past few months and also the number of such claims was at the lowest level reached so far this year. The consumer's Price Index and Retail Food Prices, following the national trend, continued to climb to a peak overtowered only by the pinnacle reached in late 1919 and through 1920. We are wondering when the climax will be reached by these two indicators..

MAY INDEX 1940 = 100	May 1945	May 1946
Total Building Permits (Value)	36	273
New Dwelling-Unit Permits	25	145
Life Insurance Sales (Ordinary)	130	226
Mortgages Filed	155	259
Deeds Filed	128	188
Women's Apparel Store Sales	204	274
Department Store Sales	149	198
Telephone Calls	107	137
Employee Wage Tax Collections	167	196
Department Store Stocks	162	189
Postal Receipts	142	154
Bank Debits	175	184
Transit Passengers	174	178
Average Weekly Factory Wage	190	170
Freight Car Loadings	124	109
Electric Sales—Industrial and Commercial	206	176
Factory Employment	153	127
Factory Employee-Hours	184	139
Factory Payrolls	295	221
NEGATIVE INDICATORS		
Retail Food Prices	145	149
Consumers' Price Index	129	132
Total Unemployment Compensation Claims	1	75

PERCENTAGE CHANGE



SPORTS

▲ By BILL BINDER

WHEN the new regime took over the floundering Phillies, all hands promised the faithful that this town would enjoy a winning National League ball club if it were humanly possible. The public, rather skeptical after having heard such talk very often during the past couple decades, had to sit back and hold their collective breathing. Then, for the first time, something happened . . . the present management apparently found the combination to the company safe which had been missing for so long, they began drawing out quantities of greenbacks, tossed them into the market helter-skelter and came up with a lot of ballplayers. The fan raised his eyebrows, sat back again . . . it was hard to believe . . . he was still a little unsure of himself . . . this couldn't happen here. Then he began to dream of many years ago, of Baker Bowl, of Alexander, Pat Moran and the year 1915 when the Phils grabbed their only pennant. He thought of more recent things "only ' 14 years ago, of a first division club, of Chuck Klein, Don Hurst, Thompson, Whitney, Spud Davis, the fence-busters who made Baker Bowl famous. They ate and slept baseball in those days, the old band box at Broad and Huntingdon with its 18,000 and standing room only reputation turned many away, but then it happened again. Trades, sales and general disintegrat on sent the club on its not too merry way to the basement of the National League and all the king's horses without the aid of a little filthy lucre couldn't pu l the Phil ies out of the depths to which the club had descended. Then came Bob Carpenter, Herb Pennock and Ben Chapman and more promises, but of a different nature, these were promises backed by sincerity and determination and cold hard cash based on the theory that you get out of a club just what you put into it. But now, in the early part of the present season, there was another problem. On paper, the fan had what he'd been looking for . . . he crowded Shibe Park to the rafters, he glued his ear to the radio, his eye to the newspaper, his interest in the club reached an all-time high to say the very least, but for some reason or other, the team couldn't win. There was still an element of gloom. Manager Ben Chapman soothed the fan somewhat by publishing the fact that he hadn't expected his club to hit its stride until the first of June. How right he had been didn't register with the public until it actually happened. The team suddenly began to click just prior to that date. Whether it was the reappointment of Chapman to guide the team in 1947, the return of Hugh Mulcahy's prewar confidence, the play of young Del Ennis, the return to form of Ron Northey or Schoolboy Rowe or the combination of all these will probably never be finally determined, but then who cares "why." Starting with three wins in a row at home the team marched confidently into the west and compiled the best road record in many a moon. Eleven games went into the record books, seven of them wins, capped by two brilliant performances in sweeping a short series with the Chicago Cubs. Advance sale on tickets went soaring, everywhere there was talk of the new Phillies, one fan working on the old "he who hesitates" adage sent in an application for World Series tickets. The latter was a little wild over enthusiasm, but the fact remains that Philadelphians had taken the Phils to their hearts. On this, you can bet your last dollar; whether or not the Phillies move up in the league standings (and in their present mental state they should be a cinch), the fans have what they've been praying for . . . a front office that is keeping faith, a manager who instils fight in his club, players themselves who talk "pennant" while still in last place, a good collection of talent and the assurance that none of it wi l be sold out of Philadelphia. That, my friends, makes ball clubs. The cartoon above, appearing on the club s official 1946 program, shows the management's promise of things to come.

■

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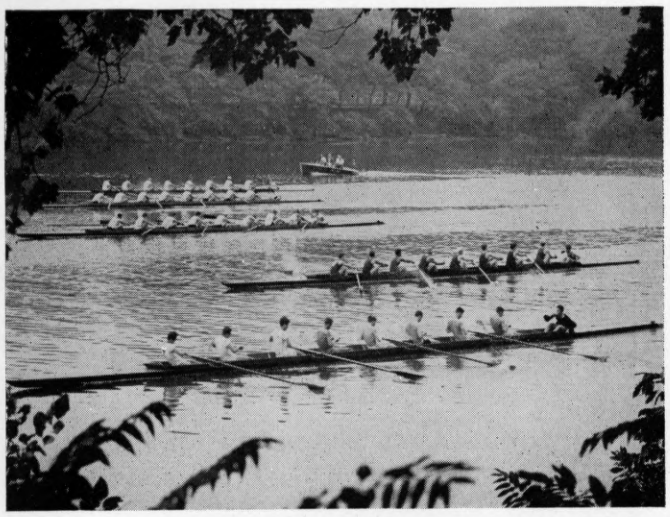

Championships were held in Philadelphia in July under auspices of the Schuylkill Navy

tournaments written into the record books and attention turned from, but not forgetting, the most exciting *Inquirer* Invitation Golf Tournament in many years and the National Open with its double play-off, Philadelphia golf enthusiasts, player and spectator alike, may focus their interest on the Philadelphia Golf Association's Schedule for the next couple months: On Monday, August 5 at the Philmont Country Club, South Course, is the Annual Caddies' Tournament. This tournament is open to caddies from member clubs of the Association who have been regularly employed at such clubs for at least thirty days prior to the tournament. Caddie masters will certify their entrants in writing. On Wednesday, August 14, competition for the Frank H. Chapman Cup at North Hills Country Club This tournament is open to all golfers fifty years of age and over who belong to member clubs. On Wednesday, September 4, at the Philadelphia Country Club, Spring Mill Course, Seniors' competition for the Francis B. Warner Memorial Cup. Three classes, open to member club golfers fifty years of age or over. On September 27, Special Handicap Tournament at Llanerch, open to all players who have handicaps from member clubs. On Tuesday, August 27, the United States Golf Association will hold qualifying rounds for the National Amateur at Whitemarsh Valley Country Club in Chestnut Hill. Practice days will be August 19, 20, 21 and 23.

■

Another of Philadelphia s most popular figures in the world of sport hit the headlines recently, when it was announced that former All-American Frank Reagan of University of Pennsylvania football fame had signed with the New York Giants of the National Pro League. A Captain in the Marine Corps, Frank was recently discharged after spending thirty-two months overseas. Long a favorite of Philadelphians, Reagan, who established a scoring record of 103 points while playing for Penn in 1940, should be a welcome addition to any backfield in the country.

■

On Friday, September 13, at Municipal Stadium, the Ninth Annual Philadelphia *Inquirer* pre-season football game will be staged between the Philadelphia Eagles and the Chicago Bears. It was also announced by Mr. Walter H. Annenberg, president of the *Inquirer* Charities, Inc., that a ten-year contract for the game had been signed with the National Football League. Heretofore, the games have been played on a year-to-year basis. This game has long been a favorite with local football fans and affords them a chance to grab a little pre-season look at the team which this year is expected to have a great deal to say in bringing home that league title to Philadelphia.

■

Philadelphia, for many, many years a forerunner in the sport of rowing comes to the front once again as the Schuylkill River returns as host to the National Rowing Championships, the first since 1943, at which time the meet was abandoned because of the war. The Championships of the National Association of Amateur Oarsmen were held in Philadelphia, July 19 and 20, under the auspices of the Schulykill Navy. All races were run on the Schuylkill River and the meet was open to members of all qualified amateur rowing clubs, universities, colleges and schools from all corners of the world. This meet has, in the past, attracted widespread interest and is one of the last of a series of events which have captured the undivided attention of the Philadelphia public during this spring and summer season. The Schuylkill Navy Regatta, scheduled for September 14, closes the season of attractive meets.

HUCKSTER IN THE STRATOSPHERE

(Continued from page 26)

housewives may purchase decorative center pieces . . . small hand trucks by which clerks may refill counters . . . tram rails to facilitate carrying of meat carcasses (when and if there are any), and now even a patent-pending food basket and baby carriage combination for shopping mother and baby!

Big in stature and physique, big in ideas, big in optimism and in vision, "big" in business dealings and owner of big modern markets, Samuel Cooke has described himself as "a huckster in the stratosphere." Although few of us realize it, undoubtedly we should be grateful to such men as Mr. Cooke—for bettering the quality of food available daily in modern American markets. That is, of course, what food there is available for American markets!

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EDITORIAL

LABOR-MANAGEMENT RELATIONS

IT IS not an idle dream to expect that justice may govern the relations between Labor and Management when both sides work openly, earnestly and continuously toward that end. The situation calls for statemanship of the highest order; wide experience in the field of industrial relations; a deep concern for the national interest; a keen sense of responsibility for the public welfare, and an inherent pride in the accomplishment of tangible gains through voluntary methods.

We can all look back to occasions in our personal experiences when we had the opportunity to settle differences voluntarily, but lost them through neglect and were required to settle them under compulsion. There are many people of other lands who would cherish the privilege which is ours. Some day when we have grown up enough we will voluntarily remove from this important field any unfair burdens imposed on either side which arise out of laws or rules which operate against the public interest. So if eventually, why not now? When the privilege to settle differences voluntarily is ours and we neglect the responsibility to rely on it, then we cannot in good grace find fault if the long suffering general public demands a reliance on the law.

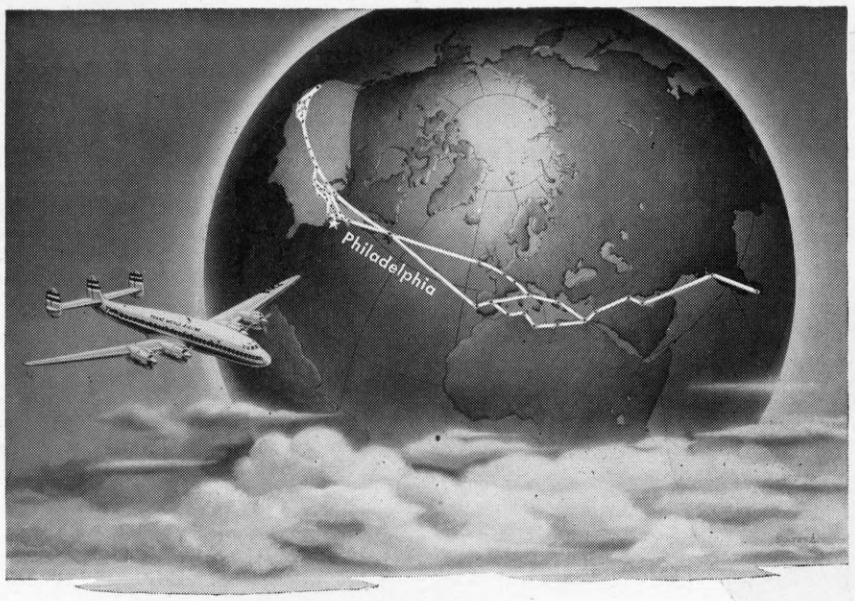
The present situation demands the best efforts of the most enlightened and constructive brains in labor and in management, so that principles which may be agreed to will deserve and receive the support of an overwhelming public opinion and thus gain a backing far more forceful than any law written into the statute books.

The idea of having the top people of both sides get together on a national scale, with the government strictly on the sidelines, had never been attempted before the comprehensive effort which was made in Washington last fall. The results of that conference were disappointing when viewed in the light of the rare opportunities it offered for real progress. However, the conference was not without some tangible beneficial results. The top representatives of labor and management sat down together for the first time. That in itself was one important accomplishment. This should become a habit and not something unique. Then there was for the first time every evidence of constructive teamwork on the part of the representatives of management, a second important accomplishment. The labor representatives took note of this achievement. Management must work together with a fighting spirit to preserve its proper place in our economy. After the conference adjourned the 36 management delegates prepared and published a booklet, *The Public and Industrial Peace*, setting forth ways and means which, in their judgment, would minimize industrial strikes. It was given wide publicity. Had the conference come up to full expectations a booklet under joint authorship would have been the result. Was it too much for the indulgent American public to hope for or expect?

It was not intended that the conference would or should go into the vast number of details required to solve everybody's problems, especially those referring to wages. Any serious attempt in such a vast, diverse and complex field would have bogged down the conference from sheer exhaustion. That is just what happened. No, the purpose of the conference was to bring together the very top figures of labor and management to produce an industrial code which would be the equivalent in its field of our federal constitution and which would solve by voluntary means a number of difficult problems facing labor, management, and the public. Problems arising out of industrial strife. Strife which is war at home. Strife which frustrates prosperity. Strife which curtails existing employment and blocks new employment in promising new ventures. Strife frequently infringing the rules of agreements entered into in good faith by labor and management; strife frequently in conflict with the laws of the land. And strife which results in social and economic losses by labor, management and the public. An agreement could have been reached under which no one would have given up anything real but everyone would have really gained much.

Statesmen in the field of industrial relations were fully aware of the fact that the losses suffered or to be suffered by labor, management and the public would soon reach the proportions when public opinion would demand that the Federal Government do something about it.

Experience has shown that when the public awakens to the fact that something must be done, action quickly follows. Would the direction of the correction be along the path of agreements based on voluntary action or the one based on law? Both paths may be tough going, but we prefer the former for it is on the higher plane. The genius of America has been drawn on before to solve stiff problems. It has never failed. So may the voluntary method win. If it does not, then there is no recourse other than to law. In resorting to it we must swallow our pride.



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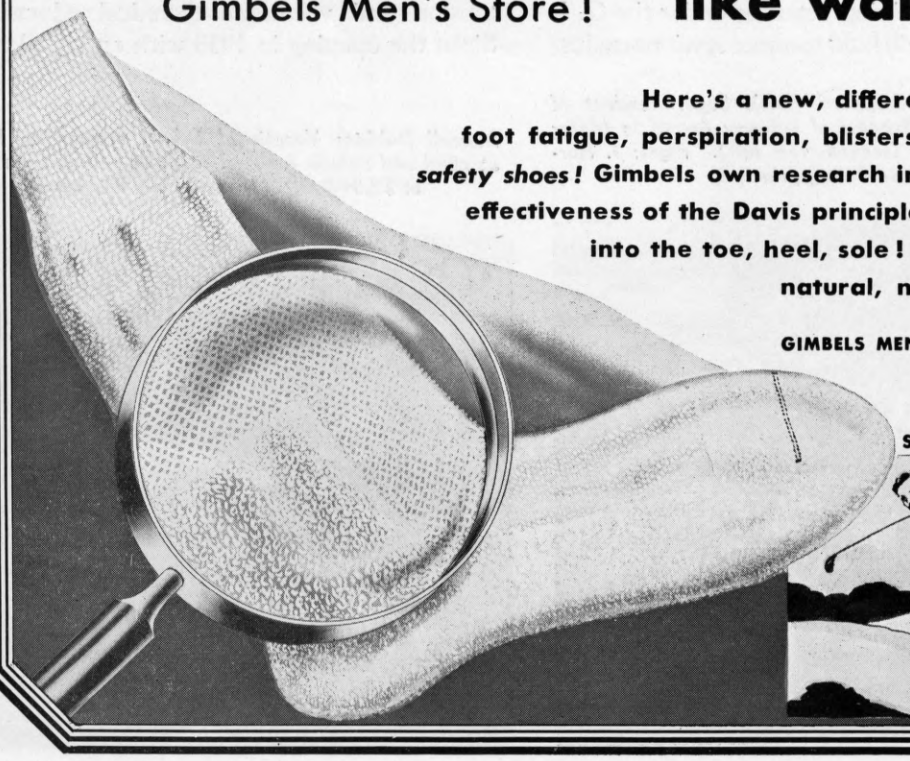

Here's a new, different kind of socks. They're designed to reduce foot fatigue, perspiration, blisters—on the golf course, at a lathe, even *with safety shoes!* Gimbels own research in factories and among sportsmen proved the effectiveness of the Davis principle: springy, absorbent turkish toweling is knit into the toe, heel, sole! Black, brown, light blue, gray, natural, navy, yellow, white. 10 to 13.

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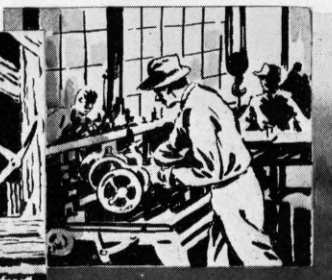


EDUCATION

McGraw-Hill Preparing Westinghouse Centennial Volumes

Five volumes, comprising the thought and opinion of this country's leading scientists, engineers, scholars and industrialists, are scheduled for early publication by McGraw-Hill Book Company, Inc. The volumes will contain the complete texts of the papers and Centennial addresses delivered at the Centennial Forum, "Science and Life in the World," held in Pittsburgh during May under the sponsorship of the Westinghouse Educational Foundation. They will contain also most of the audience questions and speakers' answers relative to each of the papers, and in addition biographies of all the speakers and of George Westinghouse himself. Background material included will contain a transcript of the radio debate, "Science—Salvation or Destroyer of Mankind," held May 16 on America's Town Meeting of the Air.

To be published in a distinctive format, the books will commemorate, in addition to the Centennial Forum itself, the 100th anniversary of the birth of George Westinghouse, whose scientific genius laid the groundwork for many of today's technological advances, particularly in the field of electricity. Their production is being undertaken by McGraw-Hill in close cooperation with the Advisory Committee of the Centennial forum and with the Westinghouse Educational Foundation.

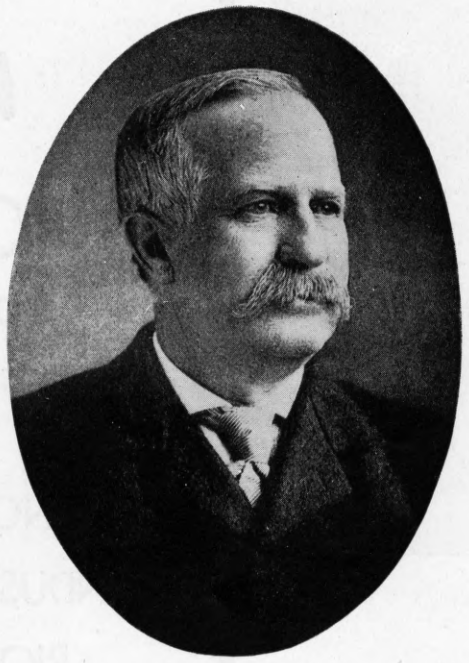
Requests for copies should be directed at present to Mr. Stanley R. March, Secretary, Westinghouse Centennial Forum, 306–4th Avenue, Pittsburgh 30, Pa., who will see that orders are filled at the time of publication.

Pharmacy College Honors Dr. Harrisson

Dr. Joseph W. E. Harrisson

Doctor Joseph W. E. Harrisson, nationally-known consulting chemist, was the recipient of the honorary degree of Doctor of Science at the one hundred and twenty-fifth commencement of the Philadelphia College of Pharmacy and Science recently. Cited for "his service to human welfare through scientific control of the safety and quality of foods and drugs,"

(Continued on page 44)



←

MURRELL DOBBINS, founder and namesake of the Murrell Dobbins Vocational School where every June tribute is paid to him. On Murrell Dobbins' Day the Pioneers of Industry Award is presented to a man who has achieved prominence in the Philadelphia area . . . one who by diligence and strenuous effort has pioneered in his particular field of industry

This year's recipient: Major Richard R. Wright, founder and president, Citizens and Southern Bank and Trust Company. Former recipients: Edward G. Budd, 1943; Horace O. Liversidge, 1944; Walter D. Fuller, 1945

VACATION OR VOCATION?

By MIRIAM S. EMMOTT

IT IS no idle prophecy that this summer thousands of Philadelphians will be in the vicinity of Lehigh Avenue and 22nd Street. The majority will have one thing in mind . . . baseball, but across the street in the Murrell Dobbins Vocational School, 550 G. I.'s will have at least two things in mind . . . summer school and a future with a job.

Pioneers of Industry Award plaque . . . a product of the school's commercial art department, foundry, machine shop, and wood shop

After a lapse of one year the school, which has been approved for training veterans under the G. I. Bill of Rights, will hold summer sessions exclusively for veterans, previously enrolled and in attendance. Included in the courses are Automotive Maintenance, Cabinet Making, Electric Maintenance and Radio, Foundry Practice, Machine Shop Practice, Refrigeration, Patternmaking, Sheet Metal and Welding.

The School is operated by the Philadelphia Board of Public Education, serving young people and adults in trade preparatory, trade extension and vocational-technical education. Since the opening in 1938 with an enrollment

Dr. Alexander J. Stoddard (left), Superintendent of Schools, presents Pioneers of Industry Award to Major Richard R. Wright (second from left). Right: J. Norwood Baker, principal

Murrell Dobbins Vocational School erected in 1936 at 22nd and Lehigh Avenue. Built at approximate cost of $2,500,000, it covers one city block

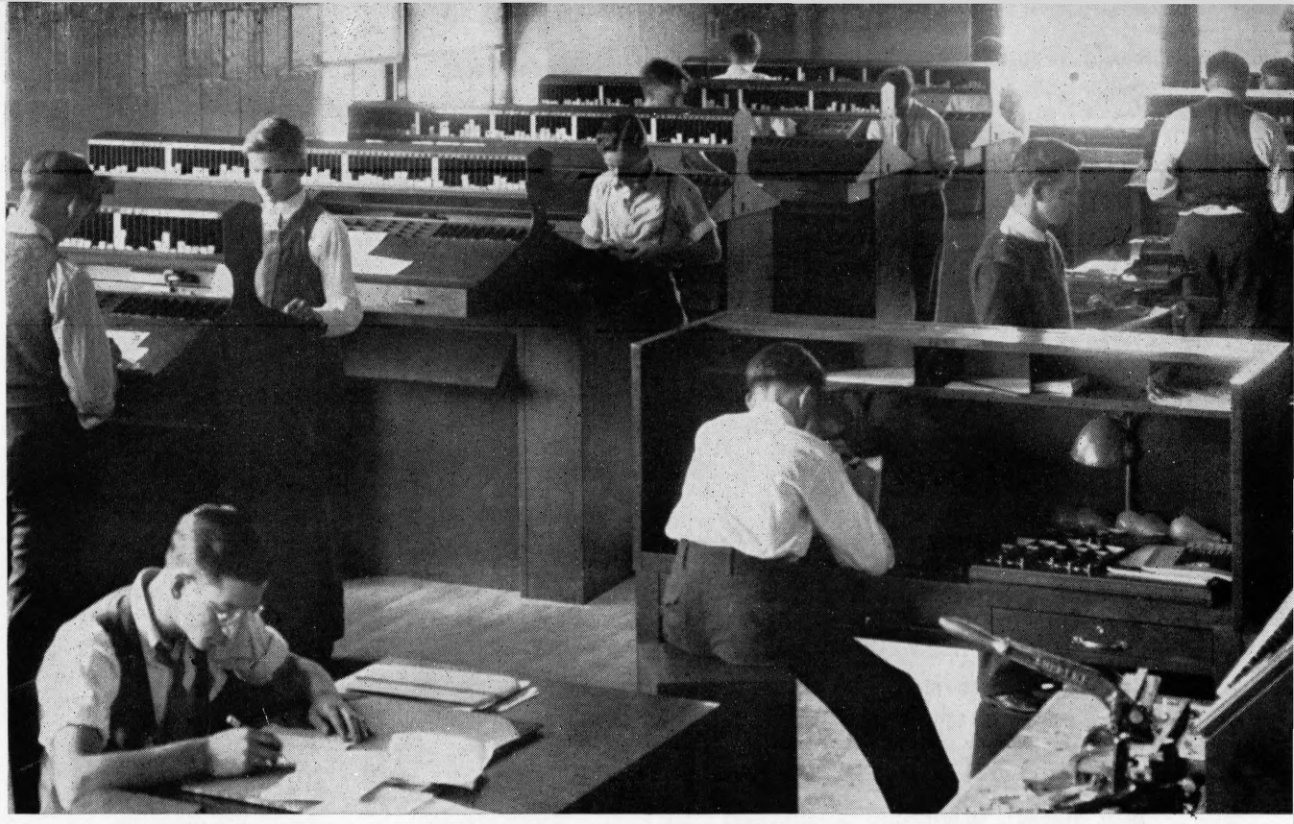
of 500, through the depression and the subsequent war years, its growth has been phenomenal. Both day and evening schools are under the administration of its principal, J. Norwood Baker. There are 2,452 day students, 550 veterans enrolled for September, 1946; about 3,000 evening students, including 1,000 in the Apprentice Training Program, the majority of whom are adults, otherwise known as "out-of-school people."

During the peak of war trade demands, the school was open 24 hours a day, seven days a week. Sixty thousand adults took courses there.

The day trade courses are on a high school level and completion of ninth grade is required for entrance. The average time required for completion of a course is three years. Half of each pupil's six-hour school day is spent in shop and the other half in the study of English, social studies, science, mathematics, drawing, and health education. Applicants are tested for ability and aptitude and a guidance interview follows in a further effort to place the right pupil in the right course.

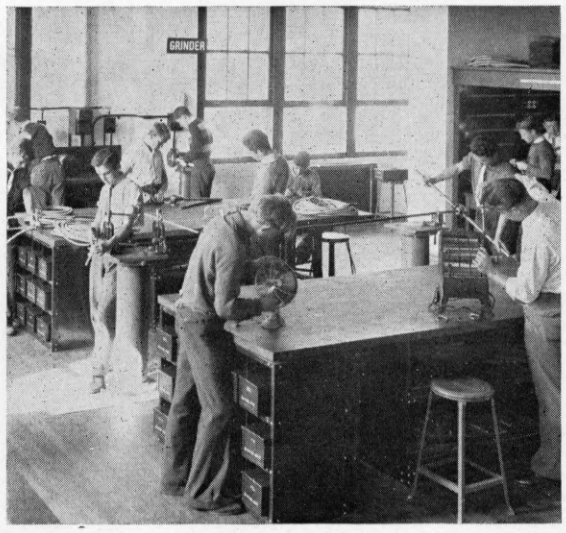
The diploma received upon graduation is in the form of a booklet, listing the hours spent on the various machines. This booklet can be carried at all times by the graduate.

Vocational-Technical curriculums are offered pupils with higher than average abilities who wish to prepare for positions of technical and semi-professional character which lie in the area between skilled crafts and the highly scientific professions. For study in these courses the school diploma is awarded at the end of the twelfth year with a special certificate for the post-graduate work. A thirteenth year is optional and is especially intended for pupils who have demonstrated their ability to carry advanced work.



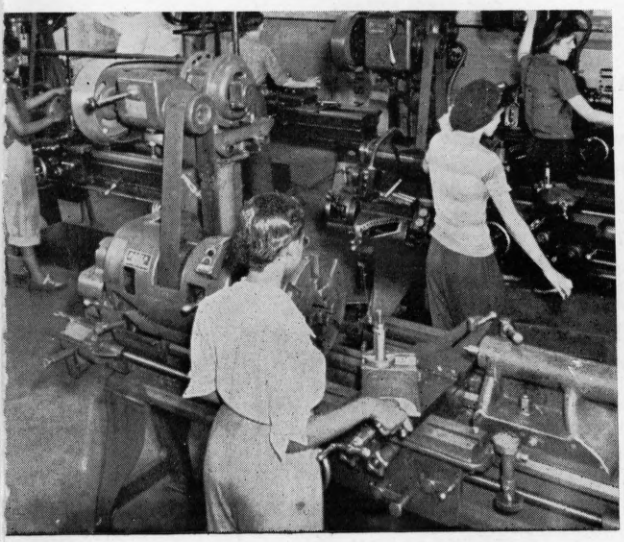
Printing shop at Dobbins School. In Philadelphia, printing is a leading industry, employing several thousand workers in production of books, newspapers, magazines, catalogs and other information for commerce

Electrical shop where students learn maintenance and repair work, radio servicing, telephone and public utilities work, and armature winding



Food merchandising, a course offered young people planning to work in grocery stores or meat markets. Students operate an actual retail store

Machine shop. Training involves work on the bench, lathes, shapers, milling machines, grinders and drills



Automotive maintenance course gives training in principles, construction and servicing of automobiles and in use of machine shop, welding tools, blueprints

Students in plumbing are trained from jobbing to building construction . . . learn proper installation of water supply and drainage systems, heating devices and gas lines

HIGH ROADS AND LOW

(Continued from page 29)

Beginnings of a Plan for Highway Improvement

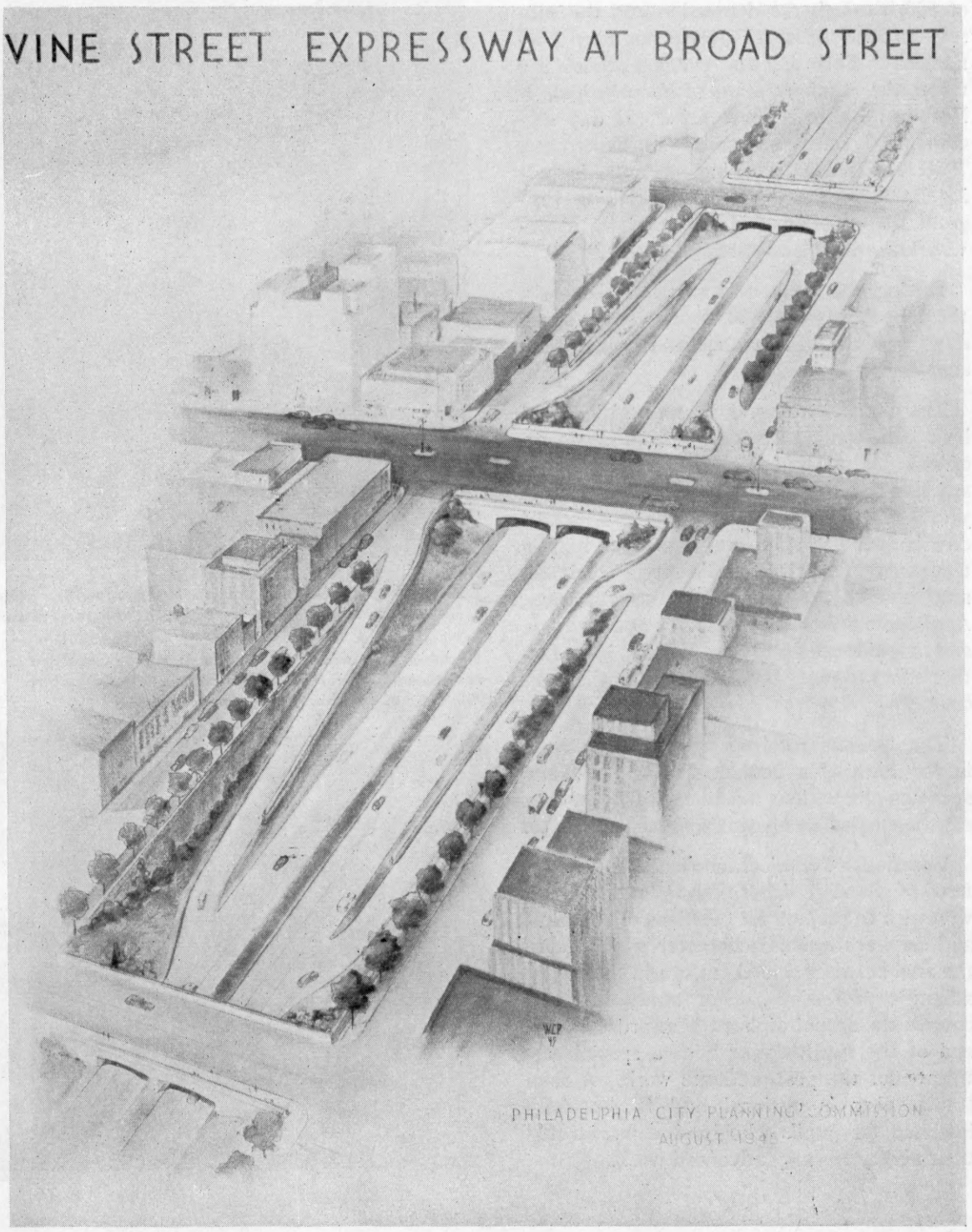
Two things are needed to plan the kind of highway service described above: (1) a knowledge of how traffic moves now, where it comes from and where it wants to go (and where it *would* go if good highways were constructed), and (2) preliminary agreements on the future land uses and activities which the highway system is to serve.

Methods for securing accurate, detailed knowledge of traffic movements have been tremendously improved during the last few years. Aproximately thirty-eight cities have now made "origin-and-destination" surveys to provide the basis for highway planning—Baltimore, Md., and Newark, N. J., are two of the most recent. One-half the cost of these surveys is paid by the Federal Government, and one-half by state highway departments, with varying amounts of assistance from the cities concerned. The Philadelphia Chamber of Commerce, motor clubs, City Planning Commission, Bureau of Traffic Engineering and Department of Public Works have cooperated in attempts to get Federal and State assistance for this survey in both Pennsylvania and New Jersey. Prospects look favorable, though the Pennsylvania Department of Highways is unable to say how soon they will be prepared to start the work. The other information, on future land use, is mentioned now mainly to indicate that its importance is recognized. Increasing acceptance by Philadelphians of a complete city plan, will make for surer decisions on the permanent worth of highway improvements. But most major land uses are pretty well fixed, changes are evolutionary rather than revolutionary, and planners and highway users cannot wait to know everything about everything before some plan is begun.

So the Planning Commission is beginning on a very preliminary plan for a complete highway system. Very few of the specific highway improvements have been studied carefully enough as yet to put them forward as recommendations. The accompanying map is therefore only a demonstration of what an integrated highway system for Philadelphia might look like. Study of it will show that from almost all areas a nearby major street would carry you to an expressway where you could move up from 20 to 40 miles an hour or more and connect with similar expressways to all points in the City and directions out from the City.

As example, a central city expressway loop is shown, using West Schuylkill Drive, Delaware River expressway (the "Industrial Highway"), Vine Street, and a new highway at an approximate location south of Pine Street. The Delaware River expressway would serve produce terminals, the port and industrial areas along the waterfront. The northern expressway between Second and Front Streets would serve an improved American Street industrial district. All three crossings of the Delaware River, the Tacony and Delaware Bridges and the proposed Delaware River Tunnel, are served by expressway connections fanning out in all directions.

The illustration does not show the detailed improvements that can and should be made to the major community streets—provision for off-street parking, closing of some intersecting streets, and so on, but these improvements will also have their place.



An example of the expressway portion of a central business district loop for the proposed Vine Street Expressway, looking west at Broad Street. Note the ramps connecting the fast traffic lanes with the city street system.

A Start Has Been Made

Several significant links in a comprehensive highway system have been started or are being brought to the point of being ready to start. Vine Street will be improved as soon as conditions permit. If constructed initially as a surface widening, provision should at least be made to allow construction of a future fast "low road" through from River to River. The Penrose Avenue Bridge drawings have been contracted. At the direction of Council the Planning Commission is conferring with the Department of

(Continued on page 44)

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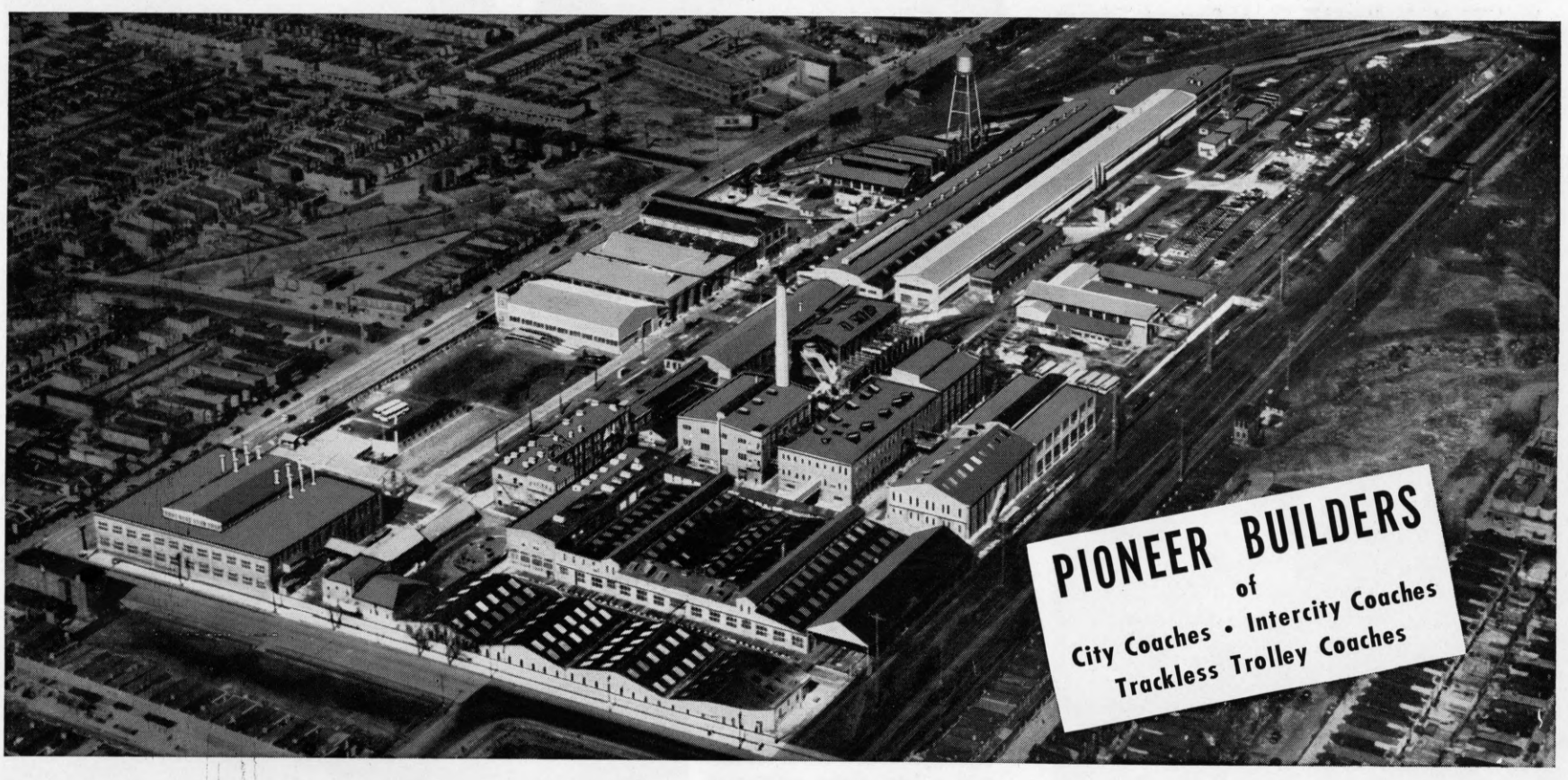

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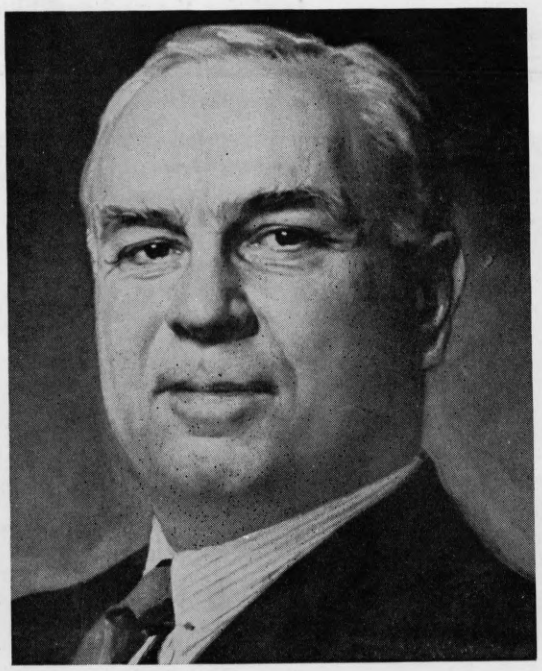
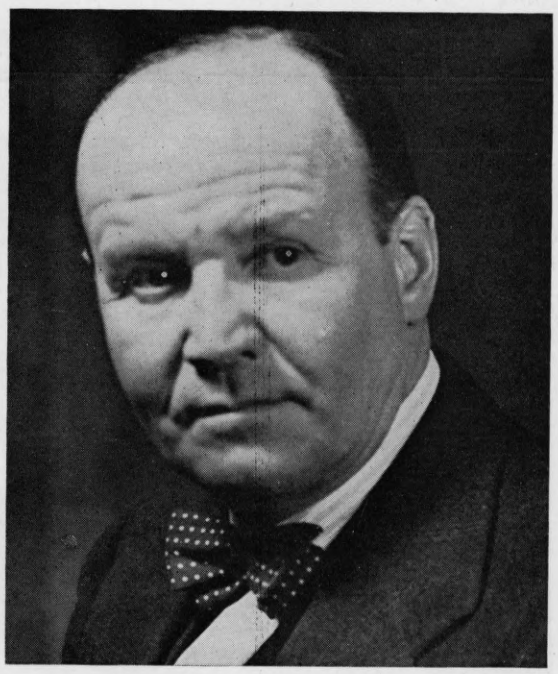
GEORGE W. ELLIOTT, assistant to the president of the Chamber of Commerce and Board of Trade of Philadelphia, and chairman of the board of directors of the National Fire Protection Association, presents certificate of honorary life membership in N.F.P.A. to Henry A. Fiske of Providence, R. I. The occasion was the Golden Anniversary Meeting of the Association, held in Boston

BUSINESS AND PEOPLE

NEWLY ELECTED TRUSTEES of the Penn Mutual Life Insurance Company are Harry C. Carr, president of the First National Bank of Philadelphia, and Malcolm Adam, vice-president of Penn Mutual. Carr, born in St. Louis, is an authority on industrial relations, and for four years managed Gulf Oil's European properties. Adam, a native Philadelphian, has been with Penn Mutual 35 years, and is a former regional vice-president of the Navy League of the United States



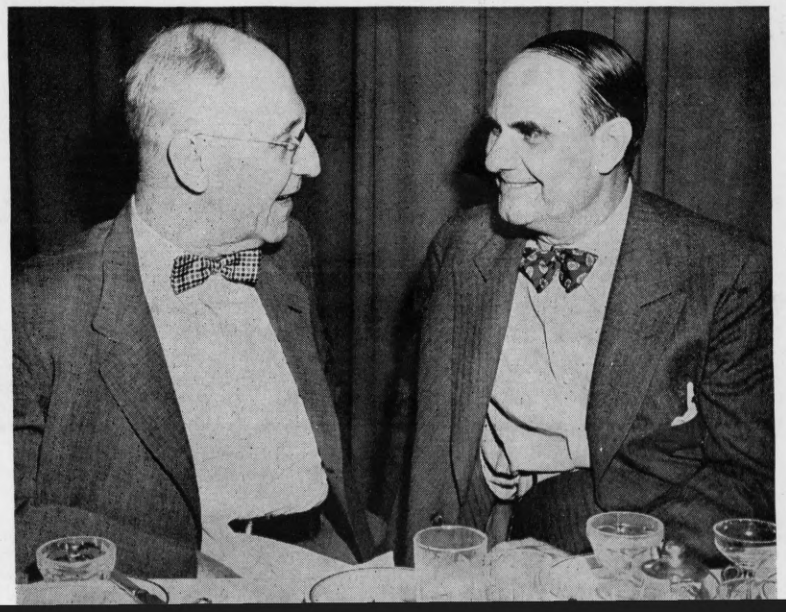
HARRY C. CARR



MALCOLM ADAM

WALTER M. SCHWARTZ, SR., of Proctor & Schwartz, Inc., views recent display of photographs in the Franklin Institute showing textile and industrial drying machinery made by his firm, and some products of this machinery. With him are John W. Reinhardt, Proctor & Schwartz advertising manager, and Miss Ruth Joanne Morton

SKF INDUSTRIES, INC., Philadelphia, recently celebrated the signing of a new labor contract with a joint dinner meeting of plant foremen and union stewards of the United Steelworkers of America (CIO). Clinton S. Golden (left), international vice-president of the union, discusses this precedent-shattering event with William L. Batt, president of SKF



I-SCREAM ! (Continued from page 23)

Did you ever happen to be standing near the telephone in your local drug-and-what-not store when the soda fountain manager picked up the receiver and without any hesitation began to call off the quantities and flavors of ice cream he wanted delivered next day? He's all set when he picks up the phone to hear "Breyers Calling," for he knows about what time to expect that call. At the Breyer plant itself, men and women are on duty eight hours daily to make such 'phone calls and to take their dealers' orders. Busiest hours for order-takers are between 5 and 11 p. m. Each has his own telephone head-piece and switchboard connection and his own accustomed list of dealers who look for his call about the same time each day.

One by one, the fleet of 225 refrigerated delivery trucks sets out on its daily missions, some of the trucks leaving the loading platform of the main plant in Philadelphia as early as 2:00 a. m. in order to reach all dealers on their lists while the morning is still young. It's a thrill to see package after package travel along the conveyor belt from the cold room, where temperatures are kept at 37 degrees below zero, across the loading platform to the refrigerated trucks. But it's even more of a thrill to be at the dealer's . . . your local soda fountain . . . after the order has arrived!

STAR-MAKER (Continued from page 20)

40th and Market Streets), Cross Keys, Orpheum (in Germantown), and William Penn Theatres. Finally, this company came downtown to the Locust Street Theatre, and started that playhouse on its prosperous career, folding in 1931 for good—a date which can be put down as the death of the stock company in its original meaning.

It is true many of the old stock company productions would bore audiences today, but not *good* stock as has been so readily demonstrated by the highly successful summer seasons at the old Garrick Theatre in 1933 and 1934, and the more recent engagements of the Bucks County Playhouse in the Ball Room of the Bellevue during the war years.

It is sincerely to be regretted that this marvelous training ground of so many of our greatest actors and actresses has been relegated to the era of dead and forgotten things, but it is with pride that we can point as Philadelphians to the famous stage personalities who have gotten their start and initial encouragement in this city. Here again Philadelphia has proved herself cognizant of what was best in any particular field. There is an axiom in show business: "If a Philadelphia audience likes it, it *must* be good!"

"I wouldn't have made a break except I kept thinking of five more years of Philadelphia water"

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Hostesses leaving the Hospital Entertainment Canteen headquarters at the Academy of Music for Valley Forge General Hospital, Phoenixville. Variety shows, song and dance acts are also taken to Valley Forge

CANTEENERS CONTINUE ACTIVE HERE

By BERT MACCARRY

Perhaps you had the idea that now the war is over the canteens and hospitality centers for servicemen have pulled down their blinds, locked the doors and put out signs, "Closed for the Duration of the Peace."

Or maybe you hadn't thought about it at all since there no longer is any patriotic fanfare about keeping up the morale of the boys.

But a strong hand of applause should go to the individuals, the large organizations and the small volunteer groups who still know there is work to be done as long as there are hospitalized veterans being rehabilitated in the Philadelphia area.

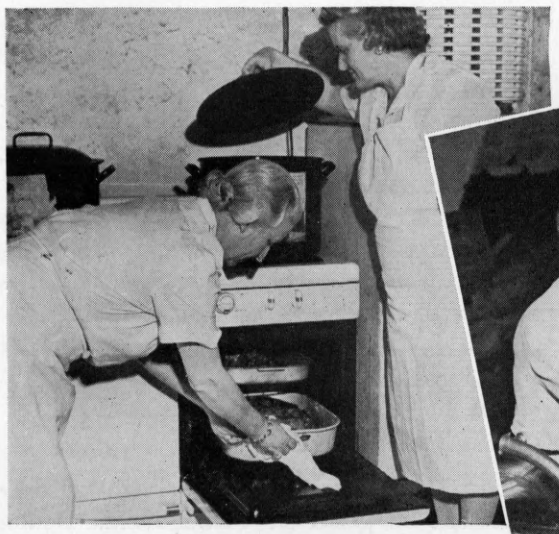
The Hospital Entertainment Canteen offers top entertainers. Here Sophie Tucker is guest at a party. Stars gladly volunteer their services

WHEN the national Stage Door Canteen, of which there was an active and important branch in Philadelphia, closed down in October of last year, the branch canteens in most cities then disbanded. In Philadelphia, however, it was a different story.

Merely changing the name to Hospital Entertainment Canteen, Inc., the organization expanded the activities of its mobile unit and found there was a large and perhaps even more important job to be done in working for the boys who had suffered the most in the war.

The Hospital Entertainment Canteen "adopted" its first hospital, Valley Forge General, at Phoenixville, in November of last year. Soon afterwards they added the Philadelphia Naval Hospital, Tilton General at Fort Dix, Thomas M. England Hospital at Atlantic City, the Naval Hospital at Bainbridge, Maryland, the hospital for both World I and II veterans at Coatesville, Swarthmore Convalescent Home, and the hospital for convalescent fliers at Pomona, New Jersey.

The Hospital Canteen in Philadelphia is believed to be the only Stage Door branch in the country which continued its work and



It smells good and looks even better. In the basement at the Academy of Music Mrs. Luden C. Kibler (right), of Yeadon, looks into the potatoes while Mrs. F. O. Hoyt, of Ambler, pulls out a roast to be served to hospitalized veterans

Volunteers preparing a cold luncheon to send with hostesses and entertainers for a party at Valley Forge Hospital. Left to right: Mrs. G. Douglas Bertlett, Mrs. Alexander Fewell, and Mrs. Molly B. Koons

After watching a game at Shibe Park, boys from the Naval Hospital at Bainbridge, Maryland, find dinner and entertainment awaiting them at the Academy of Music Canteen

whose workers dedicated themselves toward making life a little brighter for the wounded, the bl'nd, and the victims of combat fatigue.

The Canteen headquarters in the basement of the Academy of Music, Broad and Locust Streets, have been kept open four days and nights each week for the boys who are able to travel to and from their hospitals.

Many of the hospitalized veterans are unable to leave their beds and wards. In these cases, the Hospital Canteen takes the entertainment to them.

Four parties are scheduled regularly each week at the Canteen. This means a hot dinner, dancing with pretty hostesses, entertainment by stars from theatres and night clubs, posing for artists, group singing, and variety music and dance acts by young men and women who have volunteered their talents since the opening of the Stage Door Canteen four years ago.

The fourth anniversary of the former Stage Door Canteen was celebrated on June 20 of this year in conjunction with the opening o the Hospital Canteen's outdoor summer terrace adjoining the Academy of Music. Commanding officers and officials from several hospitals in the area were speakers.

The Biography of a Canteen, the complete story of the Stage Door and Hospital canteens, by George Kearney, a canteen board member, was released to the public also on that day. The 48-page volume, jammed with pictures, paid tribute to hundreds of committee members, hostesses, cooks, bus boys, and directors of both organizations.

The Canteen uses the outdoor terrace as well as the basement of the Academy of Music during the summer months. The terrace with its shrubbery boxes, fences and walls had its face lifted this year—a new green and white paint job. This was brought about through the volunteer cooperation of girl students from the School of Industrial Art who donned dungarees and slacks and went to work for several afternoons until the job was done.

Hospitalized veterans during the summer months are also given a very special treat each Monday night—the chance to smell and breathe real country air. This is made possible through the invitation of Main Liners and other suburbanites who offered their homes and grounds for the entertainment of the men. No formal program is planned—the veterans may walk about the grounds, relax on the lawn, visit the horses in the stables, or feed the small pet donkey. Dinner is served in the home and afterwards there are games, dancing, and group singing.

The Hospital Canteen provides the transportation for about 60 men each Monday and sends out a girl hostess for each veteran. Among the suburbanites who have invited the men to their homes this summer are: Mr. and Mrs. William L. Van Alen, Newtown Square; Mr. R. Livingston Sullivan, Radnor; Miss Betty Siedenberg, Drexel Hill; Mr. and Mrs. R. Barclay Scull, Haverford; Mr. Harvey Sayen, Rosemont, and Mrs. and Mrs. Stanley Broza, Devon.

Because the Canteen realizes the veterans' natural interest in sports, it was decided the baseball games in Shibe Park were a must on the entertainment programs for the men. Transportation is provided for boys from one or more hospitals each day there is a game scheduled in Philadelphia.

During the winter, the Canteen also planned other sports excursions to boxing matches. The Arena, 46th and Market Streets, made possible the use of the ice so

Volunteers Lewis Cook and John Heyl, who worked also with the Stage Door Canteen, load cars for a Valley Forge Hospital party

Hostesses and Naval Hospital boys relax during a party at the home of Mr. and Mrs. William Van Alen, Newtown Square. This party is one of a number scheduled for summer Monday nights at suburban estates

that veterans, many of them with artificial arms and legs, could learn to ice skate. Members of the Falcons hockey team were their instructors. The Red Cross and the Canteen cooperated in getting the boys from the hospitals to the Arena.

The Red Cross has never found reason for a letup in its activities but nevertheless much of the work goes on without audience or spectators. The Arts and Skills Corps has a full schedule of important activities in working with the rehabilitation groups of the veterans' hospitals in the Philadelphia area.

At Valley Forge Hospital, for example, the Red Cross is working with hospital officials in the dancing classes scheduled four times weekly. The Red Cross recruited girl partners to dance with the boys and provide transportation for them to and from the hospital.

The dancing classes are conducted by WAC Sergeant Elizabeth McLaughlin and on Tuesday of each week, two volunteer instructors from the Arthur Murray dance studios in Philadelph a go down to teach the men the latest dance steps. The benefit of the dancing classes for the wounded, blind, and neuropsychiatric cases in the program of reconditioning has been proved over and over again to hospital officials.

The Historical Society of Pennsylvania, desiring that the work of the former Stage Door Canteen of Philadelphia not be forgotten, has taken over all files, records, souvenirs and equipment of the organization and wi'l keep them in permanent archives or on display in exhibition cases.

No complete record was kept during past wars of what Philadelphia groups and individuals did to keep up the morale of the men in uniform. But the researcher of posterity wil' find a warm and lively story of World War II Canteen activities told by a starched hostess apron, a Jap sword, a testimonial p aque and the stacks of pictures and autographs whlch the Historical Society will have preserved.

EDUCATION

(Continued from page 36)

Dr. Harrisson was presented by Col. Samuel Price Wetherill, the College's Board chairman, and received the honor from Dr. Ivor Griffith, president.

Honorary degrees were also conferred upon Dr. Ko Kuei Chen of Indianapolis, Chinese discoverer of many important drugs and medicinal substances and upon Brua C. Goodhart, Philadelphia pharmaceutical manufacturer's executive.

Gaining wide recognition in the field of food and drug law enforcement, his services have been employed by numerous municipal and county governments. For more than a quarter of a century, Dr. Harrisson has served in a consulting capacity to the Pennsylvania Department of Agriculture's Bureau of Foods and Chemistry. For the past eight years he has been chairman of the Board of Consultants of the Pennsylvania Department of Agriculture.

Dr. Harrisson's work as a member of the Advisory Health Committees of both the City of Philadelphia and the Philadelphia Chamber of Commerce has made him a prominent figure in advancing health and nutritional standards in his city.

Library Exhibits Dickens Collection

During the months of June and July the Free Library at Logan Square has been exhibiting personal relics, first editions in parts, first book editions and autographs of Charles Dickens. Everyone of the major novels is represented, as are many of the lesser known works. The collection is that of William M. Elkins, well known as one of the great Philadelphia book collectors. Shown publicly for the first time, this collection is probably the most remarkable relating to Charles Dickens which could be displayed in one place today. It is certainly the most remarkable every displayed in America.

Dickens' appeal to the common reader has never been greater than it is today, and his appeal to collectors is greater than that of almost any other 19th century author's, because of the many interesting problems the various editions of his work present and because of the charm of the colorful circle in which he moved.

In addition to Mr. Elkins' collection, the library at Logan Square has been displaying 700 reference books relating to Charles Dickens, presented to the library by Mr. J. K. Thompson, a life-long student of Dickens and for many years secretary of the Dickens Fellowship of Philadelphia.

Textile Industry Holds Seminar

Men of national prominence in the field of industry and labor assembled in Hershey, Pennsylvania, for the First National Seminar held July 8th through 12th. Sponsored by the Philadelphia Textile Institute, the Seminar has been arranged to give leaders of the textile industry the medium by which to discuss broad aspects of business and related problems in the textile field.

Leading the list of nationally known figures were Charles F. Kettering, vice-president of General Motors Corporation, Clinton S. Golden, assistant to Phillip Murray, president of the United Steelworkers, and Brigadier General William H. Middleswart from the Office of the Quartermaster General.

The program for the Seminar has been in the blue-print stage for over a year, according to the committee on arrangements. It is considered to be one of the most ambitious efforts on the part of any educational institute to coordinate the leadership in the industry which it serves.

Among the broad topics which were discussed at the Seminar are Labor Relations, Merchandising and Technique, Scientific Application, Fabrication, Fabrics, Finishing, Manufactured Fibers, Yarns and Blends, and Natural Fibers. Attendance was restricted to a limited number of executives of the textile industry and related activities because of the limited accommodations.

HIGH ROADS AND LOW

(Continued from page 38)

Public Works and the State Highway Department on plans for Pennsylvania Boulevard, Tacony Bridge approaches, Adams Avenue–Godfrey Avenue–Stenton Avenue (proposed to be a four-lane divided highway), Henry Avenue, Grant Avenue, the Delaware Expressway, and Independence Hall Mall. Plans have been prepared for improvement of the bridge bottlenecks on Roosevelt Boulevard, for hooking up Vare Avenue with 34th Street and University Bridge, in South Philadelphia, for completing the Island Avenue improvement to the Airport, for a grade separation at Hunting Park Avenue and Ridge Avenue, and so on.

Construction of the kind of highway system described above is not a job for a year or even for ten years. Consequently, we are apt to overlook the importance and value of step-by-step improvements. But the plan will be a surety that as we step, it will always be forward, and not aimlessly.

VACATIONING

(Continued from page 6)

The season will last until the end of September, with one team or the other at home every week.

Just to be ordinary, try an air-conditioned movie. Most of the down-town houses are cool, and many neighborhood theatres have installed air-conditioning systems. You'll be tempted to bring your lunch, and stay for the day!

If it's very hot, and you're too lazy to go anyplace, why not make yourself comfortable at home? One side of your house has to be in the shade. Take a long chair out there, or spread a blanket on the ground. Mix yourself a pitcher of something cold, and take a good book. Clothes at home can be pretty informal, too. Or, if you like the sun, you can spread your blanket right out under it. Wear an acceptable minimum of clothing, cover your eyes with wads of cotton soaked in witch hazel, rub your body with suntan oil, and end up with a gorgeous tan.

So, you see, you don't really have to go to the seashore or the mountains, just because it's summer. There are lots of things to do right here at home. And just think what those people who go away are missing!

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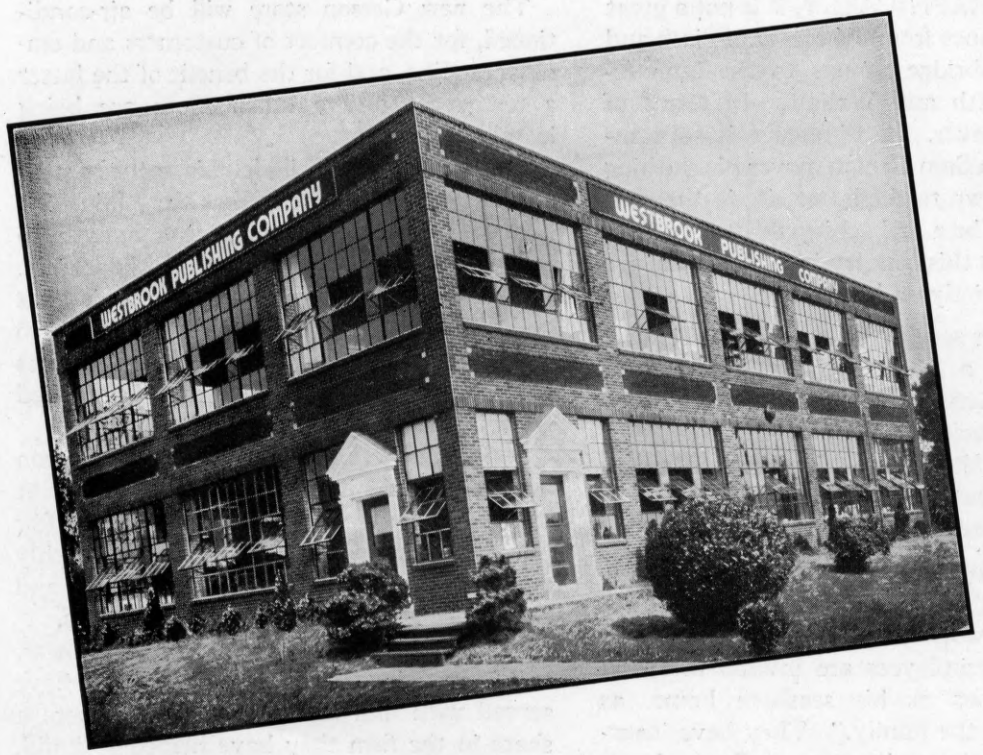

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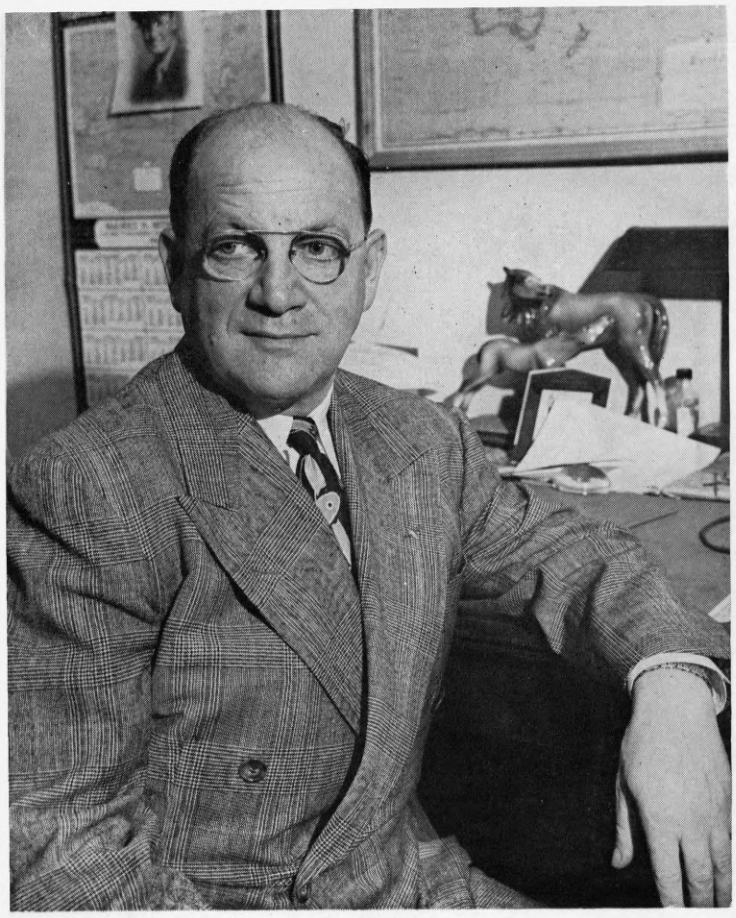

SAM GERSON . . . . . AND NEW STORE: from 6th and Bainbridge to 12th and Walnut

SARTORIAL SPECIALIST

AN ENTERPRISING SOUTH PHILADELPHIA MERCHANT MOVES UPTOWN TO COMPETE WITH THE "BIG STORES"

A TIP from the Old Master

GEOGRAPHICALLY, it is not a great distance from the corner of Sixth and Bainbridge Streets to the intersection of Twelfth and Walnut. In terms of prestige, however, the difference is substantial, and when Sam Gerson moves his clothing business uptown to the latter site in the near future, it will be a real achievement for a man who landed in this country in 1912, at the age of sixteen, strictly on his own.

When, after serving his apprenticeship as a salesman for a South Philadelphia clothing house, Sam Gerson ventured into business for himself, he decided to follow the example of John Wanamaker in adhering to a strict one-price policy and engaging in the harmless pretence that "the customer is always right."

As an employer, he remembered what it was like to be an employee, and was considerate of those who worked for and with him. Each summer his employees are invited to spend their vacations at his seashore home, as "members of the family." They have insurance—and their employer pays all premiums.

When war came, many of Sam Gerson's employees entered the armed forces. Each received an extra week's salary, and their families $50.00 every month during their absence. All but one have now returned to their former jobs. That one gave his life to the cause.

The new Gerson store will be air-conditioned, for the comfort of customers and employees alike, and for the benefit of the latter a rest room and a lunch room are being installed.

For many years Philadelphia men from all sections of the city, as well as the Main Line and Chestnut Hill, have beaten a path to Sam Gerson's door in South Philadelphia. He knows most of his customers, their likes and dislikes, and will doubtless be on hand to greet them "where Walnut Street crosses Twelfth" when alterations are completed there in the near future.

A firm believer in advertising, Sam Gerson has advertised his *name* extensively, but not himself. No speech-maker, he has made few public appearances, but has worked staunchly and steadily in support of many civic and charitable causes, and in war bond drives.

He now plans to incorporate his business, and in so doing, give to employees who have served with him for fifteen years or more a share in the firm they have helped to build.

Sam Gerson didn't invent "morale" or "good industrial relations," but he long ago found it both pleasant and profitable to be in the front ranks of employers practicing these admirable business principles. The good wishes of a host of friends accompany him in his ambitious move into the center of Philadelphia's retail shopping district.

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SHIRT SLEEVE SONATAS

We are pleased to withdraw our valediction of last month. We have won a reprieve, a stay of execution, we were saved by the belle! So help us, she marched right into the Editor's office (as we laughingly call it) and said right out loud, "I *always* read that pediculous column, Shirt Sleeve Thingumbobs!"—or words to that effect.

¡Gracias, Senorita!

Meanwhile we retired in orderly fashion to the seaside for a few days to contemplate our precarious literary future and a damp nor'easter, which annually lies in wait somewhere out over the Grand Banks, to swoop down upon the Jersey coast as soon as we set foot on the beach.

We rode it out snugly, however, with a sea-anchor of our favorite firewater and a box of panatellas, ensconced in our beach front quarters overlooking the rusted wreckage of the old Sindia. Free for a week from newspapers, radio and telephone, we let the world slide along the well-greased skids to perdition without our help, and cut loose in an orgy of vicarious murder, mayhem and monsters. Burke's *Limehouse Nights*, Lord Dunsany's *Two Bottles of Relish* and *Our Distant Cousins*, *The Wendigo* by Algernon Blackwood, sundry dark doings related by Ambrose Bierce and H. P. Lovecraft—all these and many more we devoured avidly. We accompanied *The Saint*, Leslie Charteris' dashing protege, in a Paris adventure, and waded knee-deep in gore and ectoplasm through anthologies collected by Ellery Queen and Dorothy L. Sayers.

It was Miss Sayers who observed, in her introduction to the Third Omnibus of Crime, that "We seem to have a much more fertile and sensitive sense of evil than we used to have. Many of the old sinners were jolly fellows: even their ghosts brought a kind of zest with them. But some of the new ones seem to come from a narrower and deeper and more intimate inferno; because we have realized only too well that the kingdom of hell is within us."

Betimes we lolled in the chilly surf, indulging the universal atavistic urge to return to the sibilant saline slime whence our blind and limbless ancestors squirmed so painfully forth into the circumambient air in the morning of time.

Each day, at sundown, we herded the small fry through a Saturnalia of carrousels, ferris wheels, ice cream cones, peep-show movies of Mickey Mouse, Rin-Tin-Tin, Felix the Cat, Theda Bara and the late William S. Hart—and the inevitable pop-corn, buttered, glued, and *au gratin!*

One night was clear and warm and still, and the moon rose, drawing a narrow, glittering, rippling wake across the sea, from the restless phosphorescent surf at our feet out to the dim convex horizon. "A lie," we muttered, "Nature aping postcard Art!" Completing this narrow philosophical gambit, we knocked the dottel from our pipe, retrieved an elusive cherry from the dregs of our Tom Collins, and hit the hay.

The cherry was vaguely bitter.

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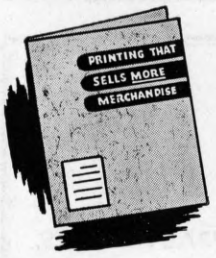

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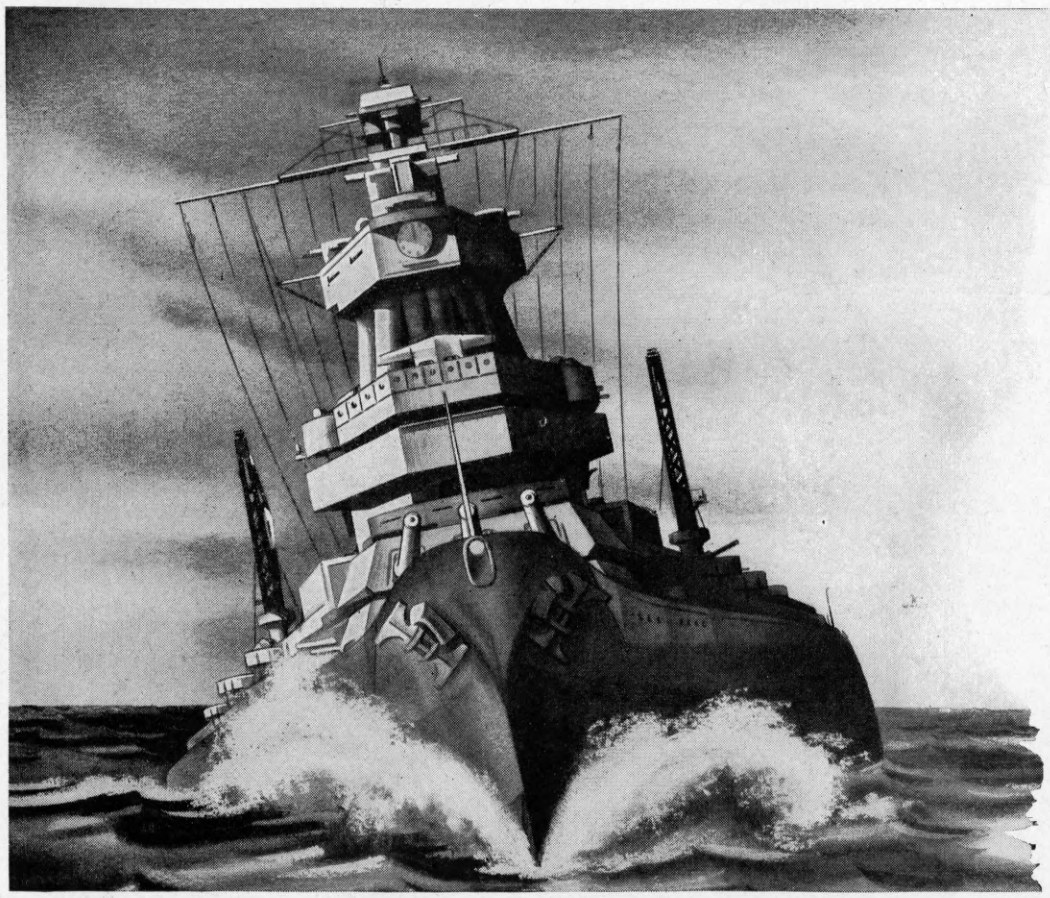
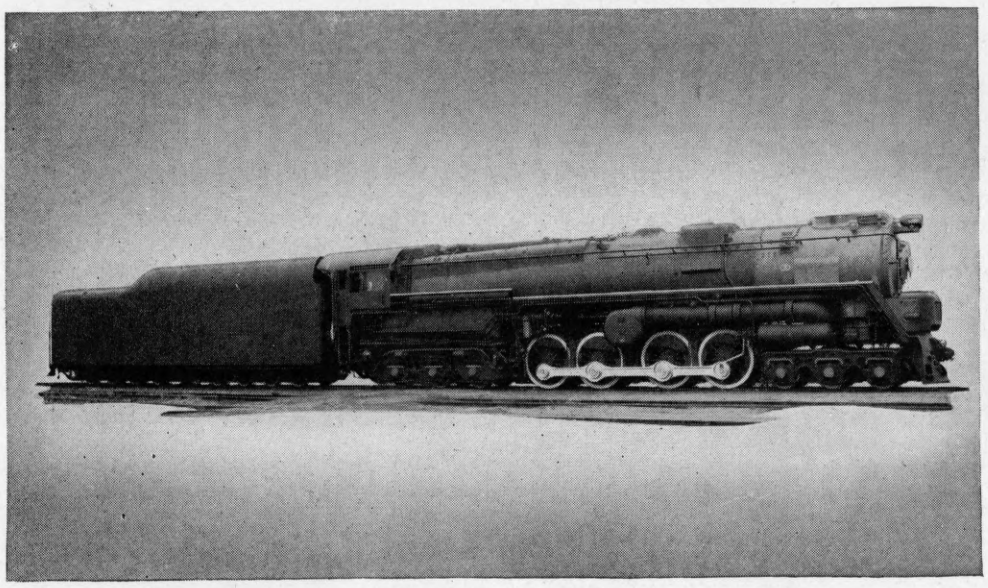
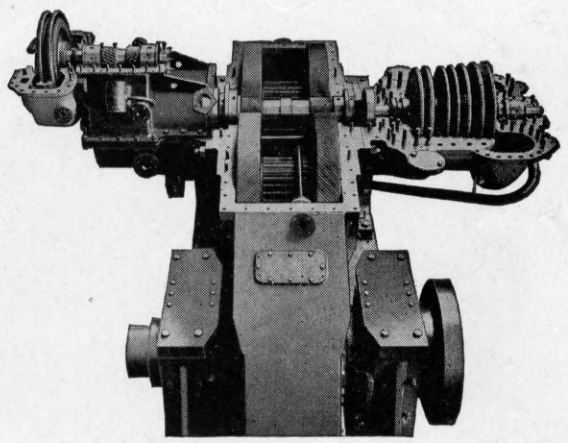


Battleship Power

. . . for America's newest steam locomotive

The Navy's great fighting ships are powered by steam turbines—compact, efficient, smooth in operation—geared directly to the main drive shafts. Westinghouse engineers, in co-operation with the Pennsylvania Railroad and Baldwin Locomotive Works, have now applied the turbine drive to a powerful new type of steam locomotive.





The first American steam-turbine locomotive is now in service on the Pennsylvania Railroad. The compact turbine and reduction gears, shown at right, eliminate the conventional cylinders, valve gear and reciprocating parts. Locomotive capacity is increased. Control is greatly simplified. Built for main line passenger and high-speed freight service, the new locomotive develops a maximum speed of 100 miles per hour and a maximum output of 6900 hp.

Development of the steam-turbine drive for locomotives is just one of a long list of Westinghouse contributions to the transportation industry. Improved lighting, PRECIPITRON* air cleaning for passenger cars, railroad radio for better railroad operation, are some of the other Westinghouse developments which are helping railroads offer more in travel pleasure and economy.

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As long ago as 1774, when the First Continental Congress met in Carpenters' Hall, Philadelphia was the choice for major meetings and conventions of all kinds. Since then five presidential conventions have been held in this city, the last in 1940. Even during the war years 123,000 visitors attended 428 conventions here.

This year Philadelphia will welcome the Archbishop of Canterbury at the General Convention of the Protestant Episcopal Church. It will entertain the American National Red Cross, the State Conventions of the American Legion and Veterans of Foreign Wars, the Convention of Lions International. These and several hundred other conventions will be held this year in America's Great Convention City.

The popularity of Philadelphia as a convention city is due in a large measure to the work of the Convention & Visitors Bureau of the Chamber of Commerce and Board of Trade which is constantly bringing to the attention of the whole country Philadelphia's fine hotels, entertainment centers, beautiful parks and drives, historical shrines as well as its convention facilities, such as our famous Convention Hall.

If you could talk to convention visitors you'd find one of the advantages they enjoy is the convenience of fast, modern transit facilities to all parts of Philadelphia.

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